

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 9, 1950



Jimmy Hilliard, of Coral Records, presents the Ames Brothers with a gold-plated record of "Sentimental Me," commemorating the sale of 1,000,000 records of the tune by the boys. From left to right: Jim Morehead, composer of "Sentimental Me"; Gene Ames, Vic Ames, Jimmy Hilliard; Jimmy Cassin, lyricist; Joe Ames and Eddie Ames. The boys are currently riding high on their new hit, "Can Anyone Explain?"

MARKS SONGS + TOP ARTISTS = Record SALES

1.

(WHILE I'M)

SMOKIN' MY LAST CIGARETTE

VAUGHN MONROE VICTOR 20-3811

2.

GOD BLESS THE CHILD

FRANKIE LAINE MERCURY 5355

3.

BLUES MY NAUGHTY SWEETIE

GIVES TO ME

BILL DARNEL CORAL 60295

TIC-TOCK POLKA

1950's Gayest Polka

Frankie Yankovic	Columbia
Hannan and Ryan	Decca
Harmony Bells Orch.	Dana
Ernie Benedict	Victor
Vagabond Polka Orch.	Decca
Tria Gandria	Victor

JAZZ ME BLUES

In the Forefront of the Dixieland Revival.
These Are New Releases:

Teresa Brewer	Columbia
Jimmy Darsey	Theme
Marie Benson	Decca
Eddie Condon	Victor
Brad Gowan	Columbia
Victor Silvester	Decca
Joe Venuti	Mercury
Adrian Rallini	Brunswick
New Orleans Rhythm Kings	Decca
Irving Fazola	Delvar
Ed Farley	Blue Note
Sidney Bechet	Aladdin
Leo and His Trio	Summit
Graeme Bell	

Not To Mention 37
Famous Older Recordings

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING • RADIO CITY • NEW YORK

COLOR TV: STARK ANALYSIS

Showbiz Falls Under Powers Given Truman

Bill Bars Rate Control

WASHINGTON, Sept. 2.—For at least the next year, President Truman may have authority to impose controls affecting showbiz under terms of the Defense Production Act cleared by Congress this week. Limitations on the broad powers granted him by the act include a prohibition against regulating rates charged by radio-TV stations and movie and legit theaters.

The President is also forbidden from putting controls on rates charged by common carriers for networking radio-TV programs. However, the act provides that, before a carrier can raise rates after general price control, it must give 30 days' notice to the Federal Communications Commission (FCC) and consent to FCC's intervention in the courts.

Price and wage controls, generally, can be put into effect any time the President feels they are necessary. They would, however, expire June 30, 1951, unless renewed by Congress. Allocations and priority systems are also left to Truman's discretion, and this power does not expire until June 1, 1952.

Credit controls are expected to be the first imposed by President Truman. These will cover radio and TV shows, and phones, autos and other consumer durables. The credit authority expires next June 30, along with price-wage control powers, unless renewed by Congress.

Priorities on steel and other scarce metals are also due soon. They may eventually result in a virtual freeze on all showbiz construction.

General price-wage controls are not contemplated by Truman at this time, and he has expressed the hope that they won't be needed.

Trend Points Showbiz Boom Like War Years

WASHINGTON, Sept. 2.—All economic indicators point to a continuing showbiz boom approaching that of the lush war years, a survey of government statistics disclosed this week. General industrial and business activity, employment, wages and disposable cash are all soaring upward even though the impact of heavy military spending has yet to be felt in the national economy.

The general trend is unmistakable, according to reports from independent reports compiled by such agencies as Commerce Department, Federal Reserve Board (FRB), Agriculture Department, War Production and the Bureau of Labor Statistics (BLS).

Jobless rolls dropped to just over 3,000,000 in early August, showing that a 1,000,000 new workers had found jobs in the period of a year. Already Labor Department is worrying where to find the extra employees expanded war production will be demanding before the end of the year. Increased federal aid for day camps is being contemplated to (See Showbiz Boom on page 39)

Muir, White, the Commies and You

The Billboard's "Background on Red Drive" feature in last week's issue stirred up considerable comment. The overwhelming majority of the comment was favorable. Just one man phoned and said: "Don't send me the damned Billboard any more!" and hung up. If he will give us his name and address we'll be sure not to send him the paper any more.

The anti-Communist round-up seemed to be timed with rare foresight. For, last week, actress Jean Muir lost her job, while folk singer Josh White appeared before the House Un-American Activities Committee to tell how he was "played for a sucker" by the Communists.

This week, on pages 4 and 5, The Billboard treats both the Muir and White situations in full detail and presents features, both straight reportage and opinion, on the Communist issue, which has become so vitally important to everyone in show business, as indeed it has to every person in the world.

\$1.25 Box - Top Packs Med Show

CHICAGO, Sept. 2.—Second lap of the mightiest medicine show in history, the Hadoad all-star talent good-will tour, staged by Sen. Dudley J. Leblanc, prexy of the firm which makes the compound, was forced to go indoors, due to rainy weather. Plans originally called for tour to work ball parks and outdoor stadia in order to care for mobs which attended the weekly shows The Billboard, September 2.

Over 8,000 persons braved the threat of rainy weather Friday (25) to see the variety talent show at Porter Stadium. Previous to the show, a circus-style parade, replete with clowns, a callopie and bathing beauties, was staged.

Despite a light rain, 25,000 attended the performance at the Atlanta ball park Saturday (26). Remainder of the second lap of the tour, played in auditoriums, set up the following grosses: Chattanooga (27), 10,000 (two shows); Nashville (28), 11,000 (two shows); Memphis (29), 10,000 (two shows).

ABC, CBS, NBC Team To Air World Series at 150G Cost

NEW YORK, Sept. 2.—Telecasts of the forthcoming World Series will be aired on contract basis by ABC, CBS and NBC television networks, it was decided yesterday (Friday). A meeting at CBS of executives of the three worked out details. The DuMont video network refused to go along with the pool operation.

Complete details of the deal among the v-c-o chains were not available at press time today. But, from reports, ABC, CBS and NBC are guaranteeing their affiliates payment of one hour for each of the first four games, using the stations' individual daytime hourly rate as the basis of compensation. The stations, in turn, will carry the rest of the first four games gratis. If the series goes beyond four games (it takes four out of seven games to win), the stations will carry all such games without any fees whatsoever.

Reports state that each of the networks is kicking in with \$50,000 to set up a \$150,000 fund to guarantee payment to affiliates. This was pre-

BB's Music-Disk Charts To Go TV

NEW YORK, Sept. 2.—The Billboard Music Popularity Charts, widely used as the basis for disk jockey and other radio programs, get their first official and regular use on a television disk jockey show every Wednesday, beginning next week (6).

The show is the two-hour (3 p.m. to 5 p.m.), five times a week, Zeke Manners stanza via WOL-TV and the ABC network. Manners will have Billboard Editor Joe Caida on the chart kick-off show to do a little plain and simple talking about the music record tabulations.

shows; Little Rock (30), 13,000 (two shows), and Shreveport (31), 9,500 (two shows).

In addition to Mickey Rooney, Connie Howell, a series of variety acts, Sharkey Bonana's Dixieland Sextet, a line of 14 Dorothy Dorben Dancers and a 14-piece house band, the tour adds Chico Marx, replacing Rooney, (See \$1.25 Box-Top on page 64)

sumably necessitated by the practice of multiple affiliation in TV, with the consequent problem arising of what network was to pay which station. The \$150,000 fund will cover that. Arrangement also provides that WOL-TV, New York; WGN-TV, Chicago, and WNAC-TV, Boston, carry the games. The stations are MBS stockholders, with Mutual airing the radio coverage of the games.

It is also reported that the pickups from both major league teams involved are to be made by which-ever station aired those home games during the season. Consensus was that, with a season of coverage behind them, these individual crews could go the best job. Call letter identifications on cameras and equipment will be concealed, because of the three-way network coverage.

Gillette, as in the past, is sponsoring this year's series, paying \$800,000 for the video rights. DuMont and Chevrolet had equalled the Gillette bid, but Gillette's first and final refusal rights gave it the nod.

CBS Has Edge But FCC Only Muddles Air

Mrs. in Driver's Seat

WASHINGTON, Sept. 2.—The fate of color TV is now in the hands of the industry's top manufacturers, having been placed there at least tentatively by the Federal Communications Commission (FCC) in its long-awaited color findings which were issued yesterday (1). Instead of setting up final standards as the FCC had said it hoped to do at this time, the commission's findings turned out to be a proposed decision praising CBS's color system, but leaving the door open for another merry-go-round of color demonstrations if the industry elects such.

In the judgment of many observers here, including some FCC'ers themselves, the commission's findings have far-reaching significance. Recorders built that never by having failed to resolve the issue once and for all. Under proposed decision, the commission is offering to set up standards until September 29 to indicate whether they would undertake to incorporate new bracket standards in forthcoming rules. Recorders built to incorporate those bracket standards would be equipped with switches, making it possible for the set-owner to choose between the two systems, ranging in, in effect, all the way from 405 lines to 725 lines, or the 15,000 lines (FCC TV-Color Mishmash, page 8)

Bing Has Gary, But Como Has Roselle

NEW YORK, Sept. 2.—There is no truth to the rumor that Perry Como, driven green-eyed by the initial success of Bing Crosby in putting show Gary to work, is planning to force his frau, Roselle, into the singing racket.

Rumor threatened to start as a result of Roselle's first public job of singing at the Coney Island amusement show at Roosevelt Raceway, Long Island, Wednesday (30). Jack Strauss, president of Macy's, offered to contribute \$1,000 to the fund if Roselle would sing a song in the absence of her husband, who was baby-sitting. So Roselle did, and good, too, according to such competent critics as Tex McCarty and Jinx Falkenberg, and Mrs. William Paley, who were also active in the hospital benefit. Como, himself, did a cello film job for the same fund.

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The Billboard Mass office: 1100 Patterson Street, Cincinnati 22, Ohio. Subscription Rate: One year, \$10 in U. S. A. and Canada. Foreign: \$12.00. Second class postage paid at Cincinnati, Ohio, and at additional mailing offices. Postmaster: Please send address changes to The Billboard Publishing Company, 1100 Patterson Street, Cincinnati, Ohio.

WATERGATE AS MUIR AND

Seek Radio-TV Adv. Brass Conference

Would Explore Muir Mess

NEW YORK, Sept. 2.—One outcome of the Jean Muir case may be a meeting of top network, sponsor, advertising agency and other show business executives to discuss the Communist problems in general, and the specific problem of protecting innocent showbiz workers, while at the same time weeding out any with Communist leanings.

Despite the fact that it is not by any means a foregone conclusion that representative people from all the aforementioned groups may be willing to meet on the issue (many are scared to death of it, and still insist on taking a hands-off stance), speculation on the outcome of such a confab was rife in high places in the radio-TV industry.

One top exec, who expressed complete willingness to attend, who was pushing for such a meet, and urging other brass to join up, said that it was probable (when and if the session was held) that some movement would be started to set up a show business loyalty board, manned by responsible people.

(See *Seek Brass Confab* on page 59)

The Inside of "Counterattack"

Full Story Of Paper & Operators

An Ex-FBI Foursome

NEW YORK, Sept. 2.—In the past week, two incidents occurred which have clearly demonstrated the effectiveness of *Counterattack*, anti-Communist newsletter, on the destinies of showbiz personalities who

Loyalty Check For Govt. Film Workers Is Set

WASHINGTON, Sept. 2.—The U.S. government will take stronger precautions in investigating workers on their films than at any time prior to and during World War II. A loyalty oath—a signing of the anti-Communist affidavit—will be required of all persons working in secret or military installations.

A thorough screening by the Federal Bureau of Investigation and the army's counter-intelligence corps will precede employment, and constant check-ups will further safeguard the government.

Like procedure is expected when the United Service Organization (USO) is revitalized.

Editorial

Defense Vs. Getting Muirized

The Jean Muir mess spotlights the unpreparedness of show business on all levels in the fight against Communism. Last week one of the nation's giant corporations, General Foods, suddenly decided it had better displace a little vigilance against Communism, so an actress was fired virtually just before curtain time on the ground that she's a "controversial personality." General Foods learned she was a "controversial personality" when a couple of dozen people called them and pointed out that the lady's name was listed in *Red Channels*, a report on Communist infiltration into radio and television. That's not even vigilance the easy way. It's nothing but hysteria.

Miss Muir said she isn't and never was a pro-Communist, and all the papers published her statement. Her husband, Henry Jaffe, talked and pleaded with top sponsor execs, agencies, the network, nabobs and they are all horrified. This was a terrible thing. But nobody is putting Jean Muir back on the air. There's nothing but confusion and hysteria.

The whole industry is shocked, because 150 other show business personalities are listed in *Red Channels* and a group called the Joint Committee Against Communism says, "... This is only the beginning."

Hysteria—Again and Again

So we're all shocked, but let's not get hysterical. Blind defense of Jean Muir in the name of civil rights is no more excusable—or less hysterical—than General Food's sudden and fumbling attempt to be vigilant. Neither will continued outraged denunciations of Miss Muir's accusers get her back in business. Nor will a thousand pleas of innocence by Miss Muir herself. As a matter of fact, if the attack was directing the Muir campaign for the good of Communism, he could do no better job of hiding the real way to solve the problem in a sound Democratic way.

Not for Positive Action

Show business must organize to find a dynamic way to denounce Communism by selling Americanism. Unless a concrete pattern is soon developed there may be scores or even hundreds more who will be Muirized, who will stand accused and ruined by outsiders. Some will be innocent, some guilty, but no one will ever know for sure which was which. That dynamic, positive solution will never be found, however, as long as show business continues to fall for the

(See *DEFENSE VS. GETTING MUIRIZED* on page 18)

TV Character Actor Next, Say Rumors

Sponsor Says No Beefs

NEW YORK, Sept. 2.—The Jean Muir case was still sizzling when reports began to circulate this week that the next show business personality to get Muirized would be a character actor on a top-rated network television show which has just returned to the air.

Sponsor of the show was said to have received more protests concerning this actor's appearance on the show than General Foods received concerning Miss Muir.

When queried by *The Billboard*, however, a spokesman for the sponsor said that, to his knowledge, no protests had yet been received. If such protests were received, he said, the sponsor would then take up the matter.

House Bill Cracks Down On Commies

Senate May Change Clauses

WASHINGTON, Sept. 2.—Senate action is tentatively slated for next week on the House-passed anti-Communist bill, which would have wide-spread application in the amusement industry. *The Billboard*, September 2). Overwhelmingly approved in the House Tuesday (29), the bill proposes to thwart Communist infiltration in the U.S. by putting the spotlight on Commies and their frontiers.

Among the methods specified by the bill for subjecting Commies in the U.S. to the public glare is a provision requiring Communist organizations and their frontiers to identify themselves on any radio or TV broadcast. The bill furthermore prohibits members of Commie organizations from working in any private plant having military contracts. This latter provision would virtually empower most of the major TV and radio manufacturers and their subcontractors to oust any employee because of Communist connections. (See *House Bill Cracks* on page 53)

Screen Writers Pledge Support In War Effort

HOLLYWOOD, Sept. 2.—In a session this week, the Screen Writers' Guild (SWG) unanimously passed a recommendation "to support the activities of the United States government and the United Nations in the fight against the aggressor in Korea."

Two other resolutions were brought up—John Larken's plan for starting TV net pact negotiations immediately, and the Guild's "to support members' signatures to a non-Communist affidavit. Larken's plan was accepted. The affidavit resolution was defeated by lack of a quorum.

have become involved in the Commie issue. The protests which resulted in Jean Muir's dismissal from the Aldrich Family TV show came directly from the fact that Miss Muir's name was listed in the *Counterattack* publication, *Red Channels*. Josh White's appearance before the House Un-American Activities Committee in Washington stemmed from the fact that White was listed in *Red Channels* and otherwise "pointed to" in *Counterattack* itself.

As a matter of fact, *The Billboard* has learned that White and his manager, Mary Chase, visited the *Counterattack* offices and that *Counterattack* arranged for an investigator of the House Un-American Activities Committee to meet White at *Counterattack's* office and that meeting resulted in White's appearance before the committee last week.

The Billboard does not believe that it is proper for a group of private citizens to control or affect to a controlling degree, the lives and careers of show business people. Notwithstanding this, and because of *Counterattack's* influence, *The Billboard* believes it is of considerable importance that everyone in show business know just what *Counterattack* is, and something about the men who own and operate the anti-Communist newsletter.

To that end the following report to show business on the publication "facts to combat Communism" it has been published weekly since May 16, 1947. The corporate name of the publishers is American Business Consultants, Inc., and their headquarters are at 55 West 42d Street, New York City. In addition to the weekly news-

Published Since 1947
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(See *"Counterattack"* on page 61)

20 Calls and You're "Controversial" — Saga of Miss Muir

NEW YORK, Sept. 2.—The sequence of events in l'affaire Muir started Sunday (27), at the noon rehearsal of the Aldrich Family show, which was to proceed for General Foods on NBC-TV at 7:30 p.m. that evening. A representative of the sponsor announced the debut show was called off. Miss Muir was informed that her contract to play Mother Aldrich was to be paid off, but that she was off the show as the result of a series of protest calls to the network and sponsor, the latter feeling that she had become a "controversial personality."

Instead of the sketched show, NBC aired news from Korea and travel films. Next day, Jack Gould, writing in *The New York Times*, reported that the 20 calls of protest were derived from the listing of Miss Muir in *Red Channels*. On Tuesday (29), the Joint Committee Against Communism in New York announced formation of a special committee to drive all Reds and sympathizers out of radio and TV. The American Civil Liberties Union denounced Miss Muir's dismissal "without the elementary right of a full hearing," said it would look into the entire question of a radio blacklist and would investigate the publishers of *Red Channels* and *Counterattack*. On Wednesday (30), following auditions by NBC and by Young & Rubicam, Nancy Carroll was selected for the role of Mother Aldrich.

THE COMMUNIST SUCKER

Full White Statement— Must Reading for All American Show Business

Following is the full text of Josh White's statement to the House Un-American Activities Committee:

"Mr. Chairman, and members of the committee, I regret and, members of the committee, I am here, as you know, quite voluntarily, and I want to thank you for this opportunity to clear up some misunderstandings about myself in some quarters. I have prepared this statement, which I shall read with your permission, after which I shall gladly answer any questions you wish to put.

"My conscience is clear. I intend to do some explaining for my own sake, and for the sake of many other entertainers who, like myself, have been used and exploited by people who give allegiance to a foreign power.

"In recent years a lot of us have been drawn by our hearstings into groups fixed up to look like noble causes which were later found to be subversive. I regret and I suspect that many artists share the same deep regret with me, that an effective exposure of Communist activities in the theatrical and musical fields has not been made long before now.

"Artists are not often smart about politics. We know mighty little about the ins and outs of 'movements' and parties. But we're apt to have strong feelings and, therefore, are easy prey for anyone who appeals to our sense of justice and decency. Tho it's not pleasant to talk about myself in public, I feel bound to do so to my fellow artists in the entertainment field to do so.

"I have never knowingly belonged to or supported any organization directed by the government of the United States. But I did, on many occasions, appear at benefits and rallies which I was led to believe were for worthwhile causes. I did not even suspect that some of them were Communist-inspired. I did, on some occasions, sign petitions against lynching or poll tax and other evils.

Innocence Betrayed
"Dozens of other artists of all races and colors. And I have no doubt, have also given their names and talent and time under the innocent impression that they were on the side of the charity and equal rights. Let me make it clear, if I can, that I am still innocent."

Noncommie Liberal Groups—Help 'Em

The following are but a few of the many active and important liberal organizations. The Communies know them and, and they are good, and the liberal causes, and so the Communies are trying their best to take over more of these. Get in and help keep their income and work going 100 per cent to a true liberal American cause... help keep them from becoming Communist subterfuges.

The American People for Democratic Action; National Association for the Advancement of Colored People; Urban League; American Jewish Congress; American Jewish Committee; National Conference of Christians and Jews; United Jewish Appeal; Liberal Party of New York State; Civil Liberties Union; American Jewish War Relief; Near East Foundation.

on that side. The fact that Communies are exploiting grievances for their own purposes does not make those grievances any less real.

"As I've said, I am no politician. On the other hand, I do know what injustice and discrimination and Jim Crowism mean. I know these things not as theories, but as cruel facts that I've seen and suffered in my own life. Against these things I have protested and will go on protesting, because I love my country and want to see it a better, more tolerant place to live in. I'm proud of the fact that, under our system of freedom, everyone is able to speak out—or in my case, to sing out—against what we consider wrong and for what we consider right.

"I am what's called a folk singer. I was a folk singer long before I knew what it's called. Even when I was a boy I made up and sang songs of ordinary people, trying to convey their joys and sorrows, their grievances, their hopes, and what they were expressing not only my own sentiments but the feelings of humble people generally, whatever their color or their hopes.

"A folk singer, it seems to me, is the voice and the conscience of his time and audience. He tries to put across his message in a way that will surround him feel. This I shall continue to do, with God's help, as long as there is suffering and discrimination, and as long as there is freedom and equality to be won.

"But that's not Communism, even if Communists try to use us for their ends. I am a Christian. And I say this simple Christianity. As I see it, I am the son of a minister brought up in a religious family. I say this as the father of four daughters and a son whom my wife and I are trying to bring up as patriotic and religious Americans—which is to say, as decent human beings.

"I was seven years old when I left my home in Greenville, S. C., to help support myself and my family. My job was to lead a blind man while playing the tambourine. Before I was eight years old I knew what it meant to be kicked and what it meant to be lynched. I got old I had seen a lynching. I got old I hated Jim Crow for what it did to me personally and because Jim Crow was an insult to God's creatures and a violation of the Christian beliefs taught by my father.

Career Begins

"That's how I became a folk singer. I discovered that I had some talent for playing the guitar. It was fitting them with tunes on my guitar. When I was about 16 a man from Chicago convinced my mother and father to let me record some fellow Americans under the title of Joshua White, the singing Christian. My mother received \$100 and no royalties, for 28 records. I remember that I went on the radio. Of course I was thrilled by the career opening up for me. But I was even more thrilled by the chance to tell my fellow Americans thru my songs about the wrongs that needed righting. After that I had some bad luck. I hurt my hand and my record sales fell. I remained paralyzed. Because I couldn't play, I felt as if I had been struck dumb. The doctors wanted to amputate my hand. I was stubborn—just hoped and prayed for a cure, meanwhile doing all kinds of

jobs—running an elevator—anything—to keep alive. Then the paralysis ended. I got a role in a play—John Henry—which Paul Robeson had the lead.

"I have a great admiration for Mr. Robeson as an actor and great singer, and I was a great admirer of his. But I feel sad over the help he's been giving to people who despise America. He has a right to his opinions, but when he or anybody pretends to talk for a whole race, he's kidding himself. His statement that the Negroes do not fight for their country, against Soviet Russia or any other enemy, is both wrong and an insult. Because I stand ready to fight Russia or any enemy of America.

"There are some Communists among Negroes, I am told, just as there are among other Americans. But they don't speak for the rest of us, any more than white Communists speak for white Americans. I'm told that the proportion of Negro members in the Communist list is even smaller than the proportion of other races, and that says a lot for their common sense.

Commies' Double Talk

"When Communists and their kind talk about 'democracy' and 'equality,' they are using double talk. They use good words to cover up their dirty work, to cover up bad intentions. But for simple folk who don't know the art of turning words inside out, it takes time to catch on. Anyhow, after John Henry, I was pretty well launched. I made two albums, the first one with Josh White and His Carolinians, and another by myself I called Southern Exposure. Gradually I began to rise in my profession.

"At that point, I suppose, my name began to have some value for publicity purposes, to attract a crowd. I was invited to give readings and to make appearances. I was happy to accept. Many times, between my professional shows, I'd go to places where my only reward was the belief that I was helping some good cause. When I received invitations from groups with fine-sounding titles and lists of prominent citizens on their letterheads, asking for my time or signature, I gladly agreed. Inside me I felt I was doing a little to extend the area of freedom, in my native South, and in the world generally.

"Looking back, I just wish someone had told me. Many of the organizations were genuine. Some others, as I learned the hard way, were phony false-face political rackets, exploiting my eagerness to fight injustice. I didn't become aware of this until after the summer of 1947.

"I was in California at the time. In the newspapers I came across a list of committees and organizations which had given me a good name. I was labeled 'subversive.' And I was horrified to learn that a number of them were organizations for whom I had performed in the course of years, without knowing their character.

Played for a Sucker

"It was an awful blow. I realized that I had been played for a sucker. There I had been, an American who had let himself be used.

"I discussed the situation with my manager, Mary Chase, who took my affairs into her own hands. I was as distressed as myself. We decided to check on those invitations for benefit performances. More than that, we made contact with a New York newspaperman, Howard Rushmore, who knows a lot about the Communist racket. He told me some good things. Despite this, as I have discovered recently, I was again taken in or had my name used, without my permission, some fifteen or twenty times. A few of them even advertised me without my knowing.

"Permit me to quote from a letter I wrote to Mr. Lister some almost two years ago, when it came to my attention (See Josh White's Statement page 8)

Played for Sucker, Says Folk Singer

How Communies Used Him

WASHINGTON, Sept. 2.—The story of how the Communist Party sought to exploit a typical liberal-minded artist and how that artist resolved to resist, Communism more militantly than ever, without fear of speaking out on liberal issues, was simply and dramatically unfolded to the House Un-American Activities Committee here yesterday (1) by Josh White, popular Negro folk singer.

White, who made his appearance before the Committee at his own request, held the attention of the Committee and spectators in the crowded hearing chamber for over 40 minutes as he related a story which one visibly impressed Committee member said afterward, should be "of interest to every American in the theatrical field and any other field."

Speaking so softly that Committee Chairman John S. Wood affably suggested that he raise his voice, White declared he was offering his testimony in response to reports that he was being attacked in some circles as "fronting for Communists." He declared he wanted to explain how he, "a devoted American," had been "played for a sucker" by Communist organizations and he asserted he wanted his "story to stand as a warning" to fellow-artists in the entertainment world.

Look Under the Label

"My advice to them," he continued, (See Just a Sucker on page 18)

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littfield & William D. Littfield

E. W. Event Pres. & Treas.

George W. Secy.

Editors

Joseph G. Cide Editor in Chief, New York

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Herbert Editor, New York

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Main Advertising, Circulation & Printing Offices

2160 Patterson St., Cincinnati 21, Ohio

Phone: DU 4450

Subscription rates: \$2.00 per year in advance, \$1.00 per copy. Single copies, 10c. All rates include postage and handling charges. Payment in advance.

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Printed in the U.S.A.

Second-class postage paid at New York, N.Y., and at additional mailing offices.

Postmaster: Please send address changes to The Billboard, 2160 Patterson St., Cincinnati 21, Ohio.

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First New Survey Firm In Exclusive Tieup WithBBB

Method Uses Diary-Panel

NEW YORK, Sept. 2. — With this issue The Billboard is inaugurating a regular series of television features based on studies made by Jay & Graham Research, Inc., publishers of Videodex TV Surveys. Videodex, which publishes both a network report and individual reports for 17 TV cities, uses the diary system, whereby panels of viewers record their TV viewing habits. The Videodex panel is based primarily on the period of set ownership, thereby insuring equal distribution of replies from "new," "intermediate" and "old" TV families.

The chart adjoining lists the five leading network TV programs according to type, together with the average rating for those shows; the number of cities in which each is telecast; the program's average rating; and the number of homes reached. Subsequent features to be published in the Videodex series will include an analysis of the audiences for spot announcements; the leading network video shows, the number of viewers reached and the cost per viewer; a rating comparison between live telecasts and kinescope repeats, and a cumulative audience study for multi-weekly program.

In the list adjoining, it must be noted that ratings cannot be related to total homes reached. This is because of the variance in population. For example, even though Arthur Godfrey and Ed Sullivan's *Toast of the Town* air in 16 cities, *Toast*, with a lower rating has a greater home total. The reason is that *Toast* airs in Boston, while Godfrey doesn't (he airs in Milwaukee and *Toast* doesn't), the relative size of the two cities accounting for the difference.

Gaines, Madden New NBC V-P's

NEW YORK, Sept. 2.—NBC yesterday (Friday) named two new vice-presidents, the knighthoods going to Jim Gaines, head of NBC's owned-and-operated AM and TV stations, and Ed Madden, hitherto assistant to NBC President Joseph H. McConnell.

Madden, who joined NBC in February of this year, now is officially the network's No. 2 tele exec, reporting to Pat Weaver, head of the NBC video operation. In turn, Carlton Smith, director of TV operations, and George F. Peck, NBC-TV's head, will report to Madden. Madden was formerly with McCann-Erickson and the American Newspaper Advertising Network.

Gaines, 39, started with NBC in 1942 in station relations, subsequently coming up thru company ranks via the promotion department, the planning and development department, and general manager of WNBC (WEAF), New York.

Top TV Programs by Type; Sullivan Leads Total Homes

Type of Program and Average Rating

VARIETY (29.4)

1. Godfrey & Friends (CBS)	10	27.8	1,057
2. <i>Toast of the Town</i> (NBC)	16	25.2	1,031
3. <i>Feed Back Review</i> (NBC)	14	21.2	1,083
4. <i>Cavalcade of Stars</i> (DuMont)	14	21.2	1,083
5. Alan Young Show (CBS)	7	18.1	268

NEWS AND COMMENTARY (14.8)

1. <i>Called News</i> (NBC)	14	17.4	783
2. CBS News (CBS)	11	9.3	349
3. <i>Watch the World</i> (CBS)	2	8.7	255
4. <i>Headline Chase</i> (DuMont)	2	2.4	85
5. <i>Capitol Clockroom</i> (CBS)	7	4.1	199

DRAMA (28.9)

1. <i>Philco Playhouse</i> (NBC)	15	34.7	1,413
2. <i>Kraft Theater</i> (NBC)	16	28.8	1,201
3. <i>The Big Story</i> (NBC)	12	28.1	984
4. <i>Starlight Theater</i> (NBC)	13	26.7	730
5. <i>Monk's the Confessor</i> (NBC)	10	15.3	290

QUIZ AND AUDIENCE PARTICIPATION (10.4)

1. <i>Stop the Music</i> (ABC)	17	32.7	1,155
2. <i>Break the Bank</i> (NBC)	11	27.5	866
3. <i>Winter Take All</i> (CBS)	9	14.7	693
4. <i>What's the Line</i> (CBS)	9	14.7	693
5. <i>Leave It to the Girls</i> (NBC)	10	14.2	624

SPORTS (18.0)

1. <i>All-Star Baseball</i> (Fox)	16	27.9	1,375
2. <i>Wrestling</i> (DuMont)	12	27.3	812
3. <i>Boxing</i> (DuMont)	2	27.0	44
4. <i>Wrestling</i> (ABC)	12	15.5	584
5. <i>Keller Derby</i> (ABC)	12	15.4	581

MISCELLANEOUS (18.0)

1. <i>Original Amateur Hour</i> (NBC)	16	26.7	1,272
2. <i>We, the People</i> (NBC)	12	15.0	490
3. <i>Believe It or Not</i> (NBC)	12	14.1	490
4. <i>Faye Emerson</i> (NBC)	7	9.2	338
5. <i>Wendy Barrie</i> (CBS)	7	7.5	215

MUSICAL (18.0)

1. <i>Year High Parade</i> (NBC)	9	22.5	827
2. <i>Cavalcade of Bands</i> (DuMont)	12	18.7	743
3. <i>Yule of Fiction</i> (NBC)	12	18.1	743
4. <i>Resendown With Louis</i> (NBC)	7	5.8	178
5. <i>You Want to See a Band</i> (NBC)	9	5.3	153

MYSTERY (15.0)

1. <i>The Web</i> (CBS)	9	19.9	647
2. <i>Detektiv's Wife</i> (CBS)	12	18.7	647
3. <i>Hands of Destiny</i> (DuMont)	7	10.5	256
4. <i>Flamingo Man</i> (DuMont)	12	13.5	490
5. <i>Inside Detective</i> (DuMont)	6	9.0	349

CHILDREN'S SHOWS (11.0)

1. <i>Cosmo Joe</i> (NBC)	5	14.5	374
2. <i>Mowdy Dandy</i> (NBC)	10	14.0	426
3. <i>Super Circus</i> (CBS)	14	12.1	534
4. <i>Clayton's Book</i> (CBS)	15	11.2	534
5. <i>Back Rogers</i> (ABC)	15	9.9	489

WOMEN'S PROGRAMS (11.0)

1. <i>Okay, Mother</i> (DuMont)	3	7-1	146*
2. <i>Rampage Room</i> (DuMont)	2	6-8	129
3. <i>Vanity Fair</i> (CBS)	12	4-5	79
4. <i>Housewives' Exchange</i> (CBS)	12	3-7	151
5. <i>Smart Roger</i> (DuMont)	3	3-6	61

*Indicates multi-weekly shows. Monday rating used. Total homes in 900's.

(Based on data prepared by Jay & Graham Research, Inc., Chicago, publishers of Videodex.)

RWG Bucks Morals Clause in Pact Of CBS, Agencies

HOLLYWOOD, Sept. 2. — Coast wing of the Radio Writers' Guild (RWG) this week issued a four-point squawk against the "morals clause" contained in CBS and agency pacts, and urged its membership to resist inking such contracts. Guild promised to defend any member discharged on grounds of "morals." RWG argued that, under terms of the clause, any employer can fire a scripter whenever an "organization, group or class" registers its protest. Furthermore, Guild claimed:

1. "The writer, in effect, has no contract, since all measure for his economic security, such as 13-week cancellation clauses, may be nullified by this morals clause.

2. "Such a clause restricts and causes the creative work of the writer, since he writes under constant fear of offending this or that

TV Nets Await AT&T Decish on Allocation

NEW YORK, Sept. 2.—A decision on the allocation of TV network facilities is expected to be handed out early next week by American Telephone & Telegraph (AT & T). The phone company took the problem over when meetings of the four networks wound up in a stalemate.

Unverified reports claim that AT & T favors a policy of allocating time on a commercial basis. This, if true, will favor CBS and NBC. DuMont and ABC, each of which has less business than the other two, favored allocation on an equality basis, rather than on commercial time basis.

organization or group.

3. "The normal activities of the writer as a citizen are restricted, since he may be economically penalized for his political ideas or actions.

4. "The strength of the Guild is materially weakened, since any struggle the Guild might wage for the welfare of its member will offend some group or organization."

'Casters Panel To Help "Voice" Spend U. S. Mills

WASHINGTON, Sept. 2.—Secretary of State Dean Acheson is preparing to select a special panel of broadcasters to advise on Voice of America problems following an inquiry by President Truman this week of a plan to set up radio, press and movie panels suggested by the Voice advisory committee. Meanwhile, the Senate Appropriations Committee opened hearings on the Voice funds boost, and the House Foreign Affairs Committee approved creation of a commission to study the possibility of using TV to disseminate information overseas.

The broadcaster and other panels would work closely with State in advising on the proper use of the multimillion dollar budget boost already okayed by the House and slated for Senate approval in the next 10 days. The advisory committee, whose member is Justin Miller, National Association of Broadcasters' (NAB) president, recommended the panel scheme to Truman as a means for better co-ordinating industry-government efforts to counteract Red propaganda. At present, the Voice is largely a federal enterprise, subject only to general review by the advisory committee.

State's regular \$33,000,000 appropriation for information work cleared Congress early this week, and the Senate Finance Committee immediately took up State's supplementary appropriation of \$78,000,000, mostly for radio. Acheson urged quick approval, so the agency can get going on the plan to buy 200,000 cheap sets for distribution abroad.

The idea of using TV abroad is still in the embryo stage, and won't get serious congressional consideration before next session. It has strong backing in Congress from Sen. Karl Mundt (R, S. D.), and in industry from RCA Board David Sarnoff.

Godfrey Faces Libel Suit by Ukulele Firm

NEW YORK, Sept. 2. — Arthur Godfrey faced a \$500,000 libel suit in New York Supreme Court. It was disclosed this week. The suit was brought by Tex Smith, the Harmonica Man, Inc., and Casper Finkler Jr., ukulele manufacturers, who charge that defamatory remarks made by Godfrey on his April 11 show were damaging to their business. The firm says Godfrey said it had bought one of the firm's ukuleles for \$2.99 thru a newspaper ad, allegedly referred to the instrument as "cheap junk, and unfit for use." He is alleged to have exclaimed: "Why the heck they don't jail the bunch of people who do a thing like this, I don't know."

CBS is also named as a defendant.

Crutch Classic Goes ABC-TV Via Bakery

NEW YORK, Sept. 2. — Arnold Bakers this week signed to bankroll *Life Begins at 80*, the Jack Barry video show. Program will air over ABC-TV, starting Sept. 4. Benton & Bowles placed the business.

The show gets the 8 p.m. Wednesday slot. It will start with a five-city hook-up: New York, Baltimore, New York, Conn., Boston and Rochester, N. Y.

It's **TELEVISION** ... and it will get around to **MORE PEOPLE**

beginning NOVEMBER 4

FCC'S T - C L A S S I F I C A T I O N

CBS Has Edge But FCC Only Muddles Air

Mfrs. in Driver's Seat

(Continued from page 3)
per second to 28,000 lines per second. These would embrace every competing system thus far proposed, including CBS', RCA's and Color Television, Inc. (CTI).

The proposed new bracket standards were offered to the industry yesterday (1) as a proposed rule-making in conjunction with the color findings. The commission pointed out that if, on the basis of comments by set manufacturers, the commission finds it can adopt the bracket standards as final without a hearing, and if the commission gets assurances by September 29 from a "sufficient number of manufacturers" that the bracket standards will be incorporated "in the great majority of television receiver" the commission "will be in a position to postpone a decision" on color TV.

In other words any group of manufacturers complying with these conditions could thereby put off FCC's final decision on color, leaving time for a re-examination of color signals, etc., in a quest for compatibility. If, on the other hand, no such compliance develops from the top manufacturers, the commission would issue a final decision adopting the CBS standards.

It is believed inconceivable, under these conditions, that the nation's top set manufacturers would let the decision go by default to CBS. The FCC has thus left it up to any combination of manufacturers capable of producing 51 per cent of the sets to

CBS, RCA Quotes

NEW YORK, Sept. 2. — Statement issued by Frank Stanton, CBS president, after the FCC's color announcement, hailed the report as "... a gratifying victory for the CBS color system. The commission has given unqualified approval to the excellence and practicality of the CBS system, and has found it clearly superior to the other systems considered."

"We had hoped that the decision would be final today, and we agree with the two commissioners who expressed the opinion that such a course would have been better."

Stanton also declared that CBS is going ahead with plans for colorcasts, planning 20 hours a week within 10 days after the commission establishes final standards. He also praised Dr. Peter Goldmark, inventor of the CBS system, for his work, and noted that none of the other systems had been able to "approach the excellence of the CBS presentation."

RCA's statement read:
"Commenting the FCC's failure to adopt a final decision on the question of color television, RCA today stated that while the commission's decision is not final, it is a commendable step. It is confident that the RCA all-electronic, fully compatible system will be approved." RCA added that the FCC's "first report" will require detailed study.

decide the fate. A recent count showed that 50 per cent of the total volume of TV set production came from RCA, Philco, DuMont, Admiral, Emerson and Motorola.

On the FCC's part, in its proposed color decision that any new color system to be demonstrated would have to prove superior to the CBS system in one respect, namely, at least two members of the commission in separate accompanying opinions indicated their strong misgivings over leaving the door ajar to resumption of proceedings.

The commission set up a deadline of December 5 for delivery of any new color receiver apparatus to be demonstrated in the event the bracket standards are accepted, with January 5 as the deadline for proposed amendments, and January 22 as the deadline for filing of opposition or replies. CTI has already served notice that it wants to put on a demonstration, claiming that its new "inluxe" system, which was not being shown to the commission when CTI last demonstrated, is "definitely superior" to CBS'.

On the other hand, CBS is taking a jubilant attitude, at least for public consumption. CBS Prexy Frank Stanton publicly claimed the FCC color TV report in the event of a victory for the CBS color system. But Stanton's avowed optimism over the prospect that CBS's standards will become the final ones was not shared generally in commission circles, even tho the FCC was on record as declaring the CBS system superior to any other thus far, having measured up closest to color TV criteria outlined for the first time in the FCC's proposed decision.

Jones Punches Out

Commissioner Robert F. Jones, who has been known as strongly advocating standards incorporating the CBS system, issued a separate opinion dissenting from an important part of the commission's findings. "I dissent," declared Jones, "because there (See Color TV Foggy on page 52)

Red Barber Sells Air But Sleep; Grosses About 125G

NEW YORK, Sept. 2.—This year should prove one of the most lucrative of his career to the old redhead, Walter (Red) Barber, sportscommentator extraordinaire. From his gabbling chores plus miscellaneous associated income, Barber this year is likely to gross about \$125,000, a high-water mark for sportscommentators.

Bulwark of Barber's take comes from his airing of the Brooklyn Dodgers' Walter (Red) Barber, sportscommentator extraordinaire. From his gabbling chores plus miscellaneous associated income, Barber this year is likely to gross about \$125,000, a high-water mark for sportscommentators.

Another big item is Red's post as director of CBS' "This Year's Best" show, which has grossed about \$20,000 annually. Of course, besides his executive duties, Barber has taken occasional turns at the mike on sustaining CBS shows, such as From the Carbird Seat, the Saturday sports round-up, and a weekly kid show. The last named, once on a case-by-case basis, also was good for some revenue.

Comes fall, Barber will move into football. He is already set to handle the commentary on the CBS-TV football coverage for Esso. In addition, last week the web sold its three-hour radio football round-up to Camel, which paced on the condition that

Barber participate. This means Red will probably be cut into the AM show for brief calls on the game he is handling on TV, and then will take over the emceeing on the last hour after his game is over. For these two gridiron stints, Barber will draw about \$1,750 a week for eight weeks, for a total of \$14,000.

Earlier this year, when Columnist Bill Corum, of The New York Journal-American, was busy directing the running of the Kentucky Derby, Barber scripted a great pillar for 10 weeks. For his writing he earned approximately \$700 weekly, which rang the cash register for another \$7,000.

From these items alone, Barber went over the \$50,000 mark. He can still look ahead to handling the World Series, which should be worth a pound or two. Barber also has done a smattering of newspaper commentary and narrated for the recent film, The Golden Twenties. Keeping his typewriter warm, he also does occasional magazine pieces for spending money. And just to keep from being bored, he recently put the finishing touches on a book, named after a radio show, From the Carbird Seat, which should bring him some royalties from Doubleday.

Sportswriting never used to be like this.

Josh White's Statement

(Continued from page 5)

tion that I was being charged with Communist sympathies. After denying the absurd charge, I wrote:

"The love I have for America, the land of my birth, has given me every opportunity, is far too great to permit of any other allegiance. . . I have no interest in any particular party. I am solely devoted to the principle of a democracy like ours, that stands for the welfare of all its people regardless of race, creed or color. My one aspiration, as I think back to the many nights I gave to concealed subversive groups, is that I never sang anything I didn't believe. Often I sang the powerful song, Strange Fruit, which is an indictment of the horror of lynching. But I always followed it with what I call the answer to Strange Fruit, The House I Live In—or What Is America to Me?, which expressed the other side of the story—my profound love for our America."

Beliefs in Negro
"Why shouldn't a Negro artist—and for that matter any decent person—raise his voice against lynching? Here's how the song, Strange Fruit, goes:

Southern trees bear a strange fruit
Blood on the leaves and blood at the root
Black bodies swinging in the Southern breeze
Strange fruit hanging on the poplar trees.

Pastoral scene of the gallant South
Of the bulging eyes and the twisted mouth
Scent of magnolias sweet and fresh
And the sudden smell of burning flesh.

Here is a fruit for the crows to pluck
For the rain to water and for the wind to suck
For the sun to rot, for the trees to drop.

And here is a strange and bitter crop.

"My records of this song have sold big. If they helped make my fellow Americans more aware of the evil, I am pleased. But then I would insist on also performing The House I Live In, which is a statement to express the things for which all good Americans are ready to stake their lives if necessary. Here's how it goes:

A name, a home, a flag I see,
A certain word, democracy.
What is America to me?

The house I live in
A dream that must come true
A land of food and shelter—
and there's work for all to do
The right to earn a living
To make us really free
Where everyone is working
That's America to me.

The house I live in—the same
for black and white
My country right or wrong—
If it's wrong to set it right
I'll live where I'm equal
The house I want to see
Where all will have our freedoms

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for black and white
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ASCAP'S MUZZLING HASSETTES

TV Interim Season Over, Patience, Too

Court Case Looms

NEW YORK, Sept. 2.—The American Society of Composers, Authors and Publishers (ASCAP) is about at an impasse with the video industry over the proposed negotiations for a per-program TV licensing formula. The current extension of rights on an interim payment basis ends Monday (18), and as one ASCAP bigwig put it, "ASCAP may not be as generous this time." Translation: ASCAP may act on its consent decree provisions, and the argument goes into court. (Consent decree provides that failing a negotiated agreement on rates with a music user, question must be brought to court.)

While the blanket license agreement with the network, applicable to network owned-and-operated TV stations, was wrapped up about a year ago, the Merry-go-round with the indie TV stations on a per-program formula has been getting no where. The principal stumbling block: insiders say there are three

(1) Spot announcements. ASCAP feels that spots occupy a much more important place in TV than in AM radio, and TV should pay more for a fee for them regardless of whether they use ASCAP music. The argument follows that spots are invariably followed by commercials, and since ASCAP music, which is heard by the audiences, ASCAP does not charge for e.t. spots in radio, it is true, but the argument says that only about 10 per cent of AM stations are on a per-program basis with ASCAP, and the revenue consideration there is small.

(2) Question of multiple-network affiliation. In AM, stations are connected with only one web—in video they may have affiliations with one, two, three or four networks. ASCAP (See *Tele's Interim* on page 54)

Mercury Kidisk Package Pushed

CHICAGO, Sept. 2.—Mercury Records here, which is making a concerted pitch to become a power in the kidisk field (The Billboard August 26) this week announced a package deal for retailers to engender interest in its present moppet pattern. Harry Perry, senior manager, alerted distributors to the package, which contains various numbers of different Mercury Kidisk showpieces on 10-inch breakable 78 r.p.m., except for a 12-inch "Two Baker platter. The package, which retails for approximately \$180, will be sold for \$100. The dealer's regular cost for the items would be about \$120. The package, which will contain special streamer and window display material, will be sent direct from the factory to the retailer to cut out handling by the distributor and hasten the arrival of the kidisks. Price emphasis on the distributors, however, will sell the deal and get it full credit.

The previously announced partnership between Mercury and execs of Childcraft, the children's book wing of Field Enterprises, is continuing, with a contract to be signed late next week.

Caesar Wants His P.c. Monies; Who Is Pulling Shenanigans?

NEW YORK, Sept. 2.—Irving Caesar wants his money from Columbia Pictures.

Caesar dealt with Columbia in 1948 for the inclusion of his tune, *Is It True What They Say About Dixie?*, in the *Jolson Sings Again* flick. Agreements were made during the Leibel freeze of flick performing rights, and the contract for Dixie provided that a performance payment reportedly equivalent to the sync fee would be made when the freeze was melted.

The consent decree thawed the freeze, permitting publishers or American Society of Composers, Authors and Publishers (ASCAP) to deal directly with producers. Columbia it appears, would deal with ASCAP, and negotiations are going on now (see other story).

But Caesar wants his money now, and has instructed Harry Fox, mechanical collections trustee for the publishers, to collect. Fox is in communication with the flickery on the matter—no decision as yet.

Meanwhile, Caesar and other increase publishers' cash feelings known at a recent ASCAP meeting that the negotiations being carried on by the film companies are beginning to look like shenanigans.

Berne Quits VP Post at London For New Duties

NEW YORK, Sept. 2.—Dan Berne, executive vice-president of the London Gramophone Corporation since the diskery's inception here nearly four years ago, has resigned that position to assume new duties in other branches of the London-English Decca empire.

Berne, a specialist in communications engineering and business administration, will take over as director of special products and interests of London's three affiliated companies, including Decca Navigator System, Inc., subsidiary of Decca Navigator Co., Ltd., of England. He also remains on the board of directors and as advisor to the local London diskery, the American wing of E. R. (Ted) Lewis's British Decca and to the London-based Canadian Corporation of Canada, whose organization he supervised.

Berne will leave next week for a month business-and-vacation trip to South America. A large share of his activity will be in that area where the Lewis enterprises market their British-made radios, phonos, TV, radar and navigating equipment. No appointment is being made to the vacated executive veepee post.

Victor Releases Jazz Reissues

NEW YORK, Sept. 2.—RCA Victor, which has lagged in jazz reissues during recent years, has embarked on a program of collectors' releases. The current plum, on 78 and 45 r.p.m., is an eight-side album, *Muggsy Spanier Favorites*, including *At the Jazz Band Ball*, *Butter and Egg Man*, *That Da De Strain*, *Dipper in the Blues*, *Eccentric*, *Relaxing at the Tour*, *Lively Stable Blues* and *Meat and Potatoes*. Up Your Mind.

Two additional albums are out on 45 r.p.m.—only-reissues of the *Singing the Blues* set and the Irving Berlin New Orleans Jazz album. Blues features sides by Louis Armstrong, Jack Teagarden, Mildred Bailey and Ethel Waters. Also on the jazz agenda is a forthcoming modern piano album featuring Earl Garner, Mary Lou Williams, Andre Previn and others.

The waxery, which has a strong depositary of high-demand jazz cut-ins—Benny Goodman, Fats Waller, Mezz Mezzrow, Jelly Roll Morton, etc.—is somewhat restrained in its reissue activity because of the high quality standards imposed by the engineering department for 45 r.p.m. disks.

Flicks Fail To Break Ice On Agreement

Or Are Both Stalling?

By Jerry Wexler

NEW YORK, Sept. 2.—Judging from the tenor of its last board of directors meeting Tuesday (29), the American Society of Composers, Authors and Publishers (ASCAP) may be in a mood to divest itself of film performing rights and return them to the writers and publishers.

The board, according to reports of the meeting, is getting restive about the loss of film performance revenue. The consent decree, which wiped off the Leibel freeze of the performing rights and gives either ASCAP or its individual members the right to seek payment at the source," i.e., from the film producers rather than the exhibitors, was passed in March. It is now September, and ASCAP's negotiations with the flickeries for blanket rights to the repertory have produced practically nothing by way of agreements—and the members are getting restive.

Publishers (and writers) meanwhile have been attacking the producers' sync rights with an "if" clause covering performances. In some cases the "if" provides that performance payment for the songs contracted for be paid to ASCAP when a blanket deal is consummated. Most of these "if" clauses are limited by time provisions—ASCAP and the flickeries sign within three, six or nine months, direct payment shall be made to the publisher. Some contracts provide that should a ASCAP flickery deal be made before the end of a given year, flickeries would be credited with the performance money they had paid to publishers direct during that year, these amounts to be subtracted from their fees to ASCAP.

"How About Cash?"

Another source of restiveness stems from publisher-movie deals made during the Leibel freeze, a year-and-a-half interim. Many of these agreements provided for payment of performance money to publishers and if the right was unfrozen. The right has been unfrozen, and some of the flickeries are still holding back pend- (See *ASCAP's Hassle* on page 54)

Kenton, Cole 3 Team on Disks

NEW YORK, Sept. 2.—Stan Kenton, aiming at the commercial market a couple of years ago, has a Trio for a pair of etchings. He also is preparing to do a series of out-and-out dance recordings geared for the general disk market.

Maestro currently is reading his crew for his first round of the nation's top palaces and theaters in a couple of years. He has been working out the summer on a week-end proposition at the Balboa Beach Rendezvous Ballroom. Kenton apparently is shedding his concert music program, at least temporarily, in favor of shooting for the dollar jackpot.

Kenton-Cole diskling couples a rhythm novelty, *Orange Colored Sky*, and an instrumental spotting the trio and the Kenton crew, *Jam-Bo*.

"Tzena" Suit Filed by Mills

NEW YORK, Sept. 2.—Mills Music, thru attorneys Zissu & Marcus, filed suit against Cromwell Music and Edwards Music in New York District Court yesterday (1) charging copyright infringement of the hit tune, *Tzena, Tzena, Tzena*. The action climaxes an out-of-court dispute between Mills and Cromwell head, Howie Richmond, a hard-core Jew provoked considerable trade interest because of the hit status of the tune. Edwards Music is named for having brought out its own edition of the tune on the assumption that it is in the public domain.

According to the complaint, two portions of the song were written in 1941 by Issachar Miron, an Israeli citizen of Palestine, now a citizen of Israel. In 1947, the complaint goes on, Julius Grossman, an American citizen, wrote a third part to be added to the Miron work, which was later published in a copyrighted book titled *Songs of Israel*, put out by the (See *Tzena* "Suit" filed on page 54)

Frankie Laine Set For P.A. Trek on "Smiling" Flicker

NEW YORK, Sept. 2.—Frankie Laine will make a p.a. tour of local Loew's theaters here when the flick in which he is starred, *When You're Smiling*, opens in neighborhood houses next week. The stunt is modeled after Al Jolson's quickie appearance for *Jolson Sings Again*.

The Columbia musical, currently at Loew's Metropolitan, will also be visited by a flock of out-of-town deejays, with Columbia picking up the tab. The junket is the opening gun in the delay exploitation of the flick, which is loaded with tunes.

The film, produced by Jonie Tapes, who is due in town Friday (8) to helix *Met*'s hit parade, will follow up to its low-budget money maker, *Make Believe Ballroom*, in which Tapes also had an important production role. The flick also features musical personalities in addition to Laine—Bob Crosby, Billy Daniels, Mills Brothers, Kay Starr, and the Modernaires.

AFM Crimps Chi NYC Opera Date

CHICAGO, Sept. 2.—The New York City Opera Company will not appear here, as was previously scheduled by Laszlo Halasz, director of the group, because of failure to reach an agreement between Local 10, American Federation of Musicians' chapter here, and Halasz over the maximum of out-of-town musicians he could bring in for the three-week November performance.

When Halasz appeared before the board of the Local in 1948, the two parties reached a house band agreement whereby the Local okayed a 50-50 split between local musicians and out-of-town sidemen. The following year the AFM execs here informed Halasz that he would be able to use 25 per cent out-of-town toolsters, but Halasz protested, took the matter to local civic officials and was concerned to a 35 per cent quota of traveling musicians. During May of this year, Halasz again appeared before the executive board and pleaded for a 50-50 split between local and out-of-town men. The union denied his request, so he canceled his November appearance.

Morrow Signs With Alexander

NEW YORK, Sept. 2.—Buddy Morrow, who is half of the RCA Victor company's plan to "get" the Tommy Dorsey and Sammy Kaye acts following their departure for other diskeries, has been signed to a management contract by the Willard Alexander Agency. Morrow inked a standard American Federation of Musicians (AFM) paper which calls for a five-year term with a two-year option.

Morrow, veteran studio trombonist who led an active dance crew for three years, was chosen by the Victor diskery to front a record-born version of the Tommy Dorsey crew. Morrow hasn't recorded as yet but is expected to slice his first sides shortly. When his recordings hit the market, it is planned that Morrow will take to the road under Alexander's guidance and via his office's bookings. Incidentally, Al Herman, who was Morrow's personal manager during the tramist's last fling as an orchestra leader, is associated with Alexander as an agent. Morrow's last crew recorded for Mercury Records.

Kleigs, Too?

HOLLYWOOD, Sept. 2.—Ballroom operation is getting to be more like the picture biz with press previews, etc. However, the idea seems to be here to stay, at least at the Hollywood ballrooms. As the party is the velling of the Jerry Gray band, dancery will throw a similar shindig in honor of Ray Anthony Monday (gray's dark night), October 8, prior to his band's opening the following night.

Invites go to deejays, dealers and their sales reps, juke boxes and the press. Party is being used only to intro bands new to this area. Anthony's Palladium bow marks his initial Col. appearance since Capitol Records leveled its all-out build-up drive.

Granz Duz All, Makes Hot Jazz Pay Upward of \$500,000 a Yr.

By Hal Weisman

NEW YORK, Sept. 2.—While jazz music, with the exception of a couple of metropolitan nurseries across the country, has fallen flat on its box office face across the country in recent years, Norman Granz, via his phenomenally successful Jazz at the Philharmonic (JATP) concerts and recordings, has managed to parlay JATP into an institutional business venture which annually brings in well over \$500,000. Granz currently is laying the groundwork for the kick-off of the JATP unit's 10th year on the concert circuit. The new series begins September 15 at the Bushnell Memorial in Hartford, Conn.

Granz estimates that JATP's net for the coming series of 48 concerts should run in the vicinity of \$300,000. The unit will draw another huge chunk of change for a six-week spring concert tour on the Continent. In addition, Granz's three-record album JATP recordings, which are released and distributed by Mercury of New York, are scheduled to feature the regular unit concert talent line-up. Shorts will be patterned after the Milli-Jazz Jemmin's Blues short of 1942, which won a special Academy Award.

The JATP concert presentation in itself is a unique operation. Granz not only produces the concerts, but also produces a series of commercials thereby by-passing booking office and local promoter headaches. He rents local halls, sets up promotion campaigns via local radio, newspaper and newsstand ads, and even sells his own tickets and programs. To his all-star jazz line-up, Granz adds weekly shorts of the tour's JATP concert presentations are strictly week-end deals. The unit works out Thursday, Friday, Saturday and Sunday dates each week of a tour, using the risky early week-days for vacation and traveling.

Granz in making jazz pay off, has an iron grip on the hot music talents in the business. This not only because of the box office magic of JATP, but also because Granz has willingly paid the hot toolsters in sizable sums. He has paid men like Buddy Rich as much as \$1,000 per week, and has had his payroll average out to between \$500 and \$750 per man in the past.

Hopalong Releases Folio for Kid Biz

HOLLYWOOD, Sept. 2.—Bill (Hopalong Cassidy) Boyd tossed a new wrinkle into the music pub biz with release of a folio aimed solely at the kid market. Tagged the Hopalong Cassidy's *Musical Roundup*, the folio is complete with songs and narrative as penned by L. Wolfe Gilbert and Nacio Herb Brown. Brown holds exclusive rights on the *Up to You* material, with J. J. Robbins serving as sole sales agent. Package retails for \$1 and includes, in addition to the six new songs, two new short tunes—*The Old Bar 20 Quartet*, *Hoppy and Hopi Indians*, *Hoppy Wishes You a Happy Birthday*, *The Windmill Song*, *Up to You*, *Up to Buy a Saddle* and *By the Light of the Campfire Glow*.

Typical of the dollar magic of JATP is the line up which Granz has ready for weeks and includes Oscar Peterson, Flip Phillips, Coleman Hawkins, Lester Young, Ray Brown, Hank Jones, Harry Edison and Bill Harris. Through Ella Fitzgerald, who works on a per-night deal, will also tour with the unit this season.

The coming JATP series will run for weeks and include 48 concerts. Following its Hartford, Conn., kick-off on September 15, JATP will play a double-header split between New York's Carnegie Hall (at 8:30 p.m.) and Newark's Mosque Theater (at midnight) Saturday, September 16. The week-end will close Sunday (17) in Washington. In addition to the regular JATP talent line-up, Granz has set Charlie Parker and His Strings as a feature of the New York, Newark and Washington concerts.

Granz has already fully booked a six-week European tour for the spring to close in Copenhagen March 2. The impresario will take a trip to the Continent in January to round out the details of the tour.

Cleffer AI Kaufman Wants In on Dorsey Bros.' Pubbery Firm

NEW YORK, Sept. 2.—Songwriter Al Kaufman has notified the Dorsey Bros.' pubbery that he wants recognition as co-writer of the firm's current plug tune, *If All Begins with Me*. According to Kaufman, he clefied the tune in 1947 with Eddie Seiler and Sol Marcus, who recorded the song for the Dorsey Bros. Seiler and Marcus maintain that Kaufman had no hand in the song, lyrically or musically. They wrote with him for awhile, they say, but broke with him some years back. On splitting, they say, they ran down a list of their tunes with Kaufman, specifically listing *If All Begins* as he was to participate — and Begins, they say Kaufman agreed, was not one of them.

Bernie Scherer, professional manager for the pubbery, says that his contract with Seiler and Marcus stands. Kaufman legally proves that he should participate.

Feinberg Hat Early In 802 Ballot Ring

NEW YORK, Sept. 2.—William Feinberg, Union candidate for presidency of Local 802, American Federation of Musicians (AFM), is expected to early campaign pitch last Thursday (24) at the Hotel Lorraine in South Fallsburg, in the Catskills, before an assemblage of 802 toolsters working at summer jobs in the resort area. Feinberg was accompanied by Union party boss Max Arons, Irving Blum and Henry Maccaro.

With the expectation of a bitterly contested campaign in the offing, preliminary to the November elections in the New York local, both the incumbent local and Union factions are slated to caucus soon after Labor Day to select their candidates. Feinberg, ex-secretary of 802 and presently labor conciliator for the entertainment industry, was appointed this week to the advisory committee of the American Field Service International Scholarship, a non-profit, non-political, non-sectarian agency which sponsors one-year high school scholarships here for young people from all free countries.

Col. Sets Bally For Kostelanetz 10th Anniv'sary

NEW YORK, Sept. 2.—Columbia Records has set an intensive six-week promotion campaign to bally-hoo Andre Kostelanetz's 10th anniversary with the diskery. It is claimed that Kostelanetz, who is largely credited with having bridged the gap between pop and classic with his symphonic approach to Gershwin, Kern and other giants of the pop idiom, has sold approximately 20,000,000 recordings in his 10 years with the label. Kostelanetz boasts one of the largest standard catalog listings in the business, with some 50 LP and conventional albums to his credit and available today.

The diskery's promotion is based on a three-point program, including a distributor salesman contest, a dealer window display contest and a national merchandising and advertising campaign on the Kostelanetz catalog. Spotlighted in the promotion will be Kostelanetz's latest album, *Inviting Berlin Songs*, a package of 19 Co-Op songs with CBS.

Part of the promotion program includes a co-operative ballyhoo arranged between the diskery and its parent affiliate, the Columbia Broadcasting System. In connection with the drive, Kostelanetz has been set for special appearances on a number of CBS video and radio programs, and the diskery has arranged for spot and regular time advertising on the web and its affiliated stations.

Another somewhat unique feature of the promotion will be a special disk jockey package which will include both a radio and a television show to show off the versatility of the maestro. *Masterworks of Music*, the weekly Columbia disk show on 130 radio stations, will be on the air for the six weeks of the campaign, and one show in the period will be an all-Kostelanetz half-hour. The promotion will continue through September and October 13.

Heebner Turns Cooley Agent

HOLLYWOOD, Sept. 2.—Walter Heebner, for three years RCA Victor's Coast artist-repertoire head, has turned agent and has landed Spade Cooley as his initial talent property.

In his affiliation with the Western swinger, Heebner is expected to supervise all of Cooley's enterprises, including operation of his Santa Monica ballroom, production of his KTLA video show, p. a's, pictures and recording activities. Heebner intends to add other talent acquisitions to his office in the near future.

Maddy Russell Inks Exclusive MCA Pact

HOLLYWOOD, Sept. 2.—Madelyn Russell, Mercury songbird, was inked to an exclusive pact by Music Corporation of America (MCA). Doug Whitney, of MCA's motion picture department, signed the thrush, indicating perency's interest in building the songstress for pix. However, the MCA pact covers all showbiz fields. She is currently playing a two-week engagement at Reno's Mapes Hotel.

Personal management is by the Gabbe, Lutz & Heller office.

It's **T B** ... and it will serve you **BETTER IN EVERY WAY**
beginning NOVEMBER 4

Miller Brewing Re-Signs Welk For ABC Stanza

CHICAGO, Sept. 2. — Lawrence Welk, who did slightly over \$300,000 gross business last year, including his one-nighters and location dates and his weekly appearances on his show, looks like he's headed for his biggest year. A batonier for 25 years, Welk this week completed a new contract with the ABC network, which includes a Milwaukee, where he starts his fall series for Miller Brewing Company, Milwaukee, October 4.

The Wednesday night half-hour seg (9 p.m., CST) will be aired over 202 stations on ABC. His previous 52-week series for the same sponsor, which ended early in May, was shown over approximately 35 stations of the network. Welk was heard at the same time over the same web during the summer as a sustainer.

The Miller High Life show will debut at the Million Dollar Ballroom, Milwaukee, and then will be scheduled to play every part of the U. S. Previously Welk worked only in the scope of the 30 stations which carried the music.

Music Corporation of America, the office which books Welk, intends to drop the accordion squeezing orkster from the Southeast and Southwest areas on the basis of radio show and the plugging he'll get from Miller distributors and Mercury records, who are planning a promotional drive with Welk. Welk has his own promotion man, Cliff Mitchell, who will work a week ahead of the band.

Welk works his first Philadelphia location, starting a week at the Click November 5, followed by his first Washington date, a two-weeker at the Capital Station, December 15, and a return to the Trianon, Chicago, for four weeks, opening December 25. He returns to the Piedadium, Hollywood, around March 15.

Welk has added Myron Floren, St. Louis accordionist, to the ork as a regular feature, leading 17 instrumentalists with the ork.

Film Musical Review— Lanza's Top Form In "Toast of N. O." Should Hypo Disks

HOLLYWOOD, Sept. 2. — Mario Lanza's RCA Victor record sales are in for another hypo when Metro-Goldwyn-Mayer releases his new technicolor songfest, *The Toast of New Orleans*. The celluloid Caruso has never been in better voice than in this Joe Pasternak production co-starring Kathryn Grayson, Victor is wisely cashing in on the film exploitation, releasing two albums of selections from the film. One covers six pop tunes by Nicholas Brodsky and Sammy Cahn, while the other contains six popular operatic arias. On wax, Lanza is surrounded by a 60-man ork and 30-voice choir balanced by Ray Sinatra.

Victory-Columbia's recordings include the title tune, *Be My Love, Tine Lina, Boom Biddy Boom Boom, I'll Never Love You and Beyond Lullaby, Arias D'Amore, O Luce di Quasi, Opera, Je Suis Titania from Mignon* by Thomas, *La Ci Darem la Mano* from Mozart's *Don Giovanni*, *Flower Song* from Bizet's *Carmen*, *Bridle* from Verdi's *La Traviata* and the duet from Puccini's *Madame Butterfly*.

Story deals with an opera company man in search for a tenor discovering Lanza as a singing fisherman in the Louisiana bayou country. Unlike other films, the picture is a heavy talent stepping into the Met overnight, *New Orleans* deals considerably with the amount of training Lanza takes before one can call an opera's boards. Lee Zitto,

Book Review Dave Hall's 1950 Discography Seen As Sock Ref Work

The latest edition of David Hall's *Record Book* (Alfred A. Knopf), one of the established reference volumes for longhair recordings, is perhaps the most useful and timely of the three volumes now published. Because of its remarkably detailed listings and its coverage of the waxings on three speeds, this new volume, known simply as *Records: 1950 Edition*, is an invaluable aid for both longhair wax merchants and for the collector of classical records. It is a prime reference for the serious segments of the discophile.

The new book is divided into two sections. The first portion is a brisk discussion of the technical progress made in the wax business since the publication of Hall's 1948 *Record Book*. It conducts an impartial discussion of the long-playing and 45 r.p.m. platters in this section, and throws some light on the differences in the immediate future of the three speeds. He also delves lightly into the international longhair disc repertoire picture, both current and for the immediate future.

The second section of the book, and the major portion, features listings and commentaries on the recordings of some 350 composers. His recommendations, based on personal tastes, would make a fair and acceptable guide for the out-of-tough longhair dealer and buyer.

Hall, who currently is longhair repertoire director for Mercury Records, has turned in a superb research job in his preparation of this book and its predecessors. The sheer weight and detail of listings of the 1950 longhair recordings, covered in this 524-page book, makes this the most acceptable of the available serious music record tomes. Hal Webman,

Simon To Head N'l Flack for Signature

NEW YORK, Sept. 2. — Jerry Simon began Tuesday (5) as national publicity director for Signature Records. Simon's appointment, secured by Signature Presxy Bob Thiele, is a step in the waxery's new push in the 78-cent field, which it had soft-pedaled of late in favor of its Hi-Tone 39-cent operation.

The label's re-orientation toward 78-cent wax will begin with a drive on its Lily Ann Carroll waxing of *Lazy River*.

Simon had formerly flacked for Victor and RCA, and a number of Indies on a free-lance basis. He was associated with Eileen Barton's *Bake a Cake* smash on National.

'Bonaparte' Nudges Rupert to Dixieland

NEW YORK, Sept. 2. — Success of Gene Krupa's RCA Victor disk, *Bonaparte's Retreat*, coupled with *Scandinavian Baby*, has persuaded the maestro to adopt a Dixieland pace.

Bonaparte was the first side on which he used the two-beat style. He followed this disk with another pair of sides, *Swing and Sings* and *Swing and Sings*. Krupa intends to highlight a small Dixieland combo from the large band, plus warbler Bobby Soos.

For home town location dates, Krupa will cut the band's size below its present 16 men.

Treaty Lifting Aud-Visual Bite Sent to Senate

WASHINGTON, Sept. 2. — The treaty ending tariffs on sound recordings and films of an educational nature (*The Billboard*, April 29) is pending in the Senate following its submission by President Truman this week. The pact, the first sponsored by the United Nations Educational, Scientific and Cultural Organization (UNESCO), has a chance of action this session if the Foreign Relations Committee can clear it in the next 10 days.

In urging the treaty's ratification, the State Department said it will prove a boon to U. S. makers of audio-visual educational material. Most of the world's output is made in the country. The agency added that "American producers of nonentertainment films, filmstrips, slides and recordings used for teaching and training purposes have expressed strong approval of the agreement."

A more important treaty to the entertainment world is slated to come before the Senate next year. The similar to the pending treaty, it provides for duty-free shipments of motion picture film, as well as disks and films when the consignee is an approved educational or cultural institution. Included among such institutions in the terms of the pact are radio and TV stations.

Adoption of this pact would permit foreign stations to buy all types of U. S. disks and films without paying the high tariff rates in effect in their respective nations. Domestic stations could buy foreign music and films without paying U. S. tariffs.

RCA 45 Bonuses Get More Push

NEW YORK, Sept. 2. — RCA Victor has extended its record bonus plan to include all of its 45 r.p.m. instruments. The bonus program was initiated last month to promote the company's 45 r.p.m. record player Matchmaker. Under the plan, the extended plan, the purchaser of any of the company's console radio or television receivers containing a 45 r.p.m. turntable will receive a bonus six 45 r.p.m. Victor disks. Customer will select the disks on a one-a-month basis.

The offer includes all Victor phonograph instruments and combinations except table model 45 r.p.m. phono (Model 45-EY) and a table model radio-phonograph (Model 45-G), which were previously covered by a special "anniversary album" bonus offer of 10 disks.

The Ham Is There, But What of Fat?

NEW YORK, Sept. 2. — Disk flack Nat Shapiro has a promotion under way calculated to prey on the thesian streak (trade definition: ham-bone) in disk jockeys.

In connection with 20th Century-Fox, he is sending to 600 spinners copies of a three-minute playlet adapted from the shooting script of *Hamlet*. The playlet has him in for the jock (the Dan Dailey role) and a fem supporting player—the station sends perhaps—to play Betty Ruben (*the girl in the pink*). But the chatter leads straight to a music cue for the tune *My Blue Heaven*.

And Shapiro's point is to please the Frank Sinatra-disking of Heaven on the radio of the Voice is his client.

News Review U. S. Debut of Cap's Peruvian Songbird Left 'Em Cheering

HOLLYWOOD, Sept. 2. — Yma Sumac, Capitol Records' Peruvian songbird, who has been the subject of calls and left 'em cheering at her U. S. debut in Hollywood Bowl last week. She possesses one of the most unusual voices yet heard with a range from the top soprano register to the deepest contralto. Her pipes are crystal clear and she displays a virtuosity of the throat. To top it off, the little gal is a beauty sure to catch technicolor eye of the movie makers. But there's a catch—lack of material.

At the Bowl event she sang selections from her Capitol album (*October*) released last week. The Xabney, composed of traditional Inca bynns and melodies of her native Andes. Whether this unusual voice can be captured in the restricted confines of organized musical composition without loss of quality, only time can tell. However, Miss Sumac will have to offer future audiences more than Incan melodies. Capitol shares in the problem as to material for her next release, her first release finds a worthy market.

Judging by the Bowl crowd's reaction, her album should prove to be a fast seller. If her voice lends to training, she should do well in works of Villa Lobos and de Falla. Xabney selections, based on unusual combinations of the primitive (five-tone) scale, sound weird to the unaccustomed ear, and its fascination wears off unless backed up with more musical substance. Her vocal arrangements were made by Les Baxter and completely frame her voice. The album, which was produced by Arthur Fiedler, Miss Sumac shared the bill with pianist Jesus Maria Sarmora. Lee Zitto,

Reno Browne To Cut Disks

PHILADELPHIA, Sept. 2. — Reno Browne, Monogram movies cowgal star primarily known for her horse-nutty, "cut invasion" picture, will make music field for the first time with a buccaroos band of her own. The cowgal will make her initial bid for Western music with the local Cowboy Records label in a deal concluded by Jack Howard Promotions here with Ruth Browne Productions on the West Coast. Bill Haley, radio cowboy yodeler, handles the vocals for the first Reno Browne sides. Tunes selected take in *My Sweet Little Girl* from Nevada, dedicated to the new hillbilly fem maestro who hails from Reno in that State and written by Gus Braun, Harry Reber and Harrison Davis, with Jack Howard. Published by the local publisher, *My Palomino* and I, authored by Miss Browne and Bill Lennerts, with Lennerts Music, of Detroit, publishing.

Present Arms!

WASHINGTON, Sept. 2. — The American Society of Composers, Authors and Publishers (ASCAP) has granted a free license for the performance of music on the Armed Forces Entertainment Guard show, it was announced by ASCAP Presxy Otto Harbach. The ASCAP spokesman said his organization has with its assurance to President Truman in a letter last month that ASCAP will make available to the military the best of its musical compositions "to the government and its armed services, as it did in the last war, without any fee to the government, or publishers, for the duration of the present crisis." The National Guard show is a series of radio and television programs for recruiting men for the National Guard.

SY OLIVER

and His Orchestra

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Goodnight Irene
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Mama Lisa
The 3rd Man Theme
Steal Away
Just a Closer Walk with Thee
Sometime
I Was Dancing with Someone
Blue Light Boogie—
Two Parts
You Don't Have to Be a Baby to Cry
G-33-3 Spells Trouble
There Will Never Be Another You
Can't We Talk It Over
I Cross My Fingers
La Vie En Rose

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Decca 27077 *9-27077

GARY CROSBY and FRIEND

Decca 27112 *9-27112

RED FOLEY and ERNEST TUBB

Decca 46255 *9-46255

VICTOR TDUNG and DON CHERY

Decca 27048 *9-27048

RED FOLEY

Decca 14505 *9-14505

INK SPOTS

Decca 27102 *9-27102

LOUIS JORDAN

Decca 27114 *9-27114

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Decca 46257 *9-46257

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Decca 27115 *9-27115

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NOW AVAILABLE IN 45 RPM

Mother Goose Play Time Songs

Vocal with Sound Effects and Orchestra

Directed by Alvy West

Selections include: BROWNIES' MARCH—IN AND OUT THE WOOD—THE BUAKEE'S WIFE—THE LITTLE DANCE—LITTLE PONY DANCE—SEE-SAW MARGERY DAW—LOOT LOO—HOW DOES THE COW GO—DOWN AT THE BEACH—SANTA CLAUS IS COMING

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Vocal with Orchestra Directed by Jimmy Carroll

Selections include: ROW ROW ROW YOUR BOAT—ROLLER SKATE—THE LITTLE RED ROBIN—GREGORY RIGGS—DINO DONG BEL—LUCY LOCKET—LITTLE SALLY BLENNING—WHERE, OH WHERE, MOTHER MAY I GO OUT TO SWIM—HI HO SAYS ROLY—WE'VE A NEW BABY AT OUR HOUSE—LAVENDER'S BLUE—STARLIGHT STARBRIGHT

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Mother Goose Sleepy Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: WHEN THE SUN GOES TO BED—IT'S NICE TO GET SLEEPY—A LION WAS EATING HIS SUPPER—GOOD BYE HUNNY—THE OWL AND THE PUSSCAT—AT LITTLE BOAT—GO TO SLEEP

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Mother Goose School Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: SCHOOL DAYS—SCHOOLTIME—TEN LITTLE INDIANS—ADDING GAME—GEOGRAPHY SONG—NEW ENGLAND—TRY TRY AGAIN—OUR SOLAR SYSTEM—ARMS STRAIGHT OUT—MARCH AROUND THE ROOM—DON'T PLAY IN THE STREET—MUSICAL STEPS—HOW MANY SECONDS IN A MINUTE—ALPHABET SONG—SPELLING SONG—RED, YELLOW AND BLUE—DON'T RUN ACROSS THE STREET—SCHOOLTIME'S OVER

Children's Set 1-104 • 45 RPM Unbreakable Record • 95¢

Also available in:

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*Unbreakable under normal use

Mother Goose Circus Time Songs

Vocal with Orchestra Directed by Jimmy Carroll

Selections include: CIRCUS PARADE MARCH—THE CIRCUS HAS COME TO TOWN—HORSES, HORSES—TOM SOLDIER'S MARCH—THE CIRCUS WAGONS—THE TIGERWALK—MONKEYS ARE SO MUCH LIKE PEOPLE—HERE COME THE CLOWNS—THE ELEPHANT WALK—THE CAMEL WALK—HERE COMES SUNNY SEAL—BESSIE BEAR—KATY KANGAROO—CIRCUS CHARIOT RACE—CIRCUS CALICO—THE HERRY-GO-ROUND

Children's Set 1-103 • 45 RPM Unbreakable Record • 95¢

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NEW RELEASES

- High on the List
Life Is So Peculiar
Nola
Let's Do It Again
All American Girl
Betsy Co-Ed
Don't Be Afraid
My Silent Love
Everybody's Somebody's Fool
September in the Rain
I Don't Care if the Sun Don't Shine
Vacation Shoes
No Other Love
(Adapted from Chopin's Etude in E Major)
Honey, I Love You
Is in the Mood
A String of Pearls
Our Perfect Waits
Strawberry Hill Polka
The Texas Song
Oklahoma Hills
You Won't Have to Cry No More
It's Been a Long Time, Baby

BING CROSBY and ANDREWS SISTERS

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GUY LOMBARD

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RUSS MORGAN

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LIONEL HAMPTON

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Decca 27179

JERRY GRAY

Decca 27180

JERRY GRAY

Decca 27177

EDDIE NABAT

Decca 45112

BOB EATON

Decca 46262

FRANK "MR. BLUES" JONES

Decca 48169

SPECIAL RELEASES

I'm Forever Blowing Bubbles/ARTIE SNOW and GORDON JENKINS

You're Mine, You! Decca 27184 *9-27184

Ain't Nobody's Business if I Do ELLA FITZGERALD and

I'll Never Be Free LOUIS JORDAN Decca 27200 *9-27200

Cincinnati Dancing Pig WOAGY CARMICHAEL and JERRY GRAY

I'm Moving On Decca 27201 *9-27201

Harbor Lights GUY LOMBARD

The Petite Waltz (La Petite Valse) Decca 27208 *9-27208

Cincinnati Dancing Pig LUNNY DEE

St. Louis Blues Decca 46263 *9-46263

*Indicates 45 RPM Version

DECCA
RECORDS

AMERICA'S FASTEST-SELLING RECORDS



PERRY COMO

"BLESS THIS HOUSE"

Taking its place in
America's heart with
Perry's great standard,
"THE LORD'S PRAYER"
and "AVE MARIA."



backed by
"THE ROSARY"



RCA VICTOR Records

45 rpm 47-3850
78 rpm 20-3850





Fran's best since "PAJAMAS."

Fran Warren



with Orchestra conducted by Henri Rene

"I LOVE THE GUY"

backed by
"LET'S MAKE LOVE"



RCA VICTOR Records

45 rpm 47-3848
78 rpm 20-3848



Josh White's Statement

(Continued from page 3)

amazed and annoyed that, somehow, only one of my dozens of recordings was being circulated in those countries, namely, *Strange Fruit*. So, wherever I appeared, the audiences requested me to sing it.

Explanation Difficult

"But I refused and I told my audiences why. I tried to make them understand that America is the best and freest country in the world. It is the kind of democracy that makes it possible to fight injustice and to achieve progress.

"It's one thing to complain of lynching in America, where your listeners know that it does not detract from your loyalty and love for your country. It seemed to me quite another thing to complain of it abroad, where the listeners might think it's the whole story. Jim Crow and the rest of it, we all know, are on the decline. More and more Americans are ashamed of it, are doing something about it. In any case, it's our family affair, to be solved by Americans in the peaceful, democratic American way.

"In some of those European cities I was interviewed by reporters. There are the clippings to show that I spoke of my pride in our country, and I denied the libel that my people would not fight and die to defend America. In the midst of all this, I got the news that I was being attacked back home as 'fronting for the Communists.' Considering that I was doing the very opposite, that was quite a blow. So I cut short my tour in order to return and expose that lie. That Mr. Chairman, is how I happen to be here today.

"My entertainment for these subversive groups was innocent on my part, and is far in the past. I am concerned, however, for my wife and children. The very notion that their father and husband is partial to Communism has come to them as a shock.

I want to reassure them on this score, in the open and without question.

"About two years ago my boy, who was then seven and is gifted musician, gave a concert in Chicago at Orchestra Hall. Among other things he sang *Marching Down Freedom Road*, and that's a fine thing to sing for true democracy. He also sang *The Lord's Prayer*, one of his favorites, which he sings often in his Sunday school. But some people, believe it or not, said the child was Communist. It took us some time to get over the insult.

Offers Self as Example

"Besides the family, I decided that I also have a duty to other folk singers and artists in general, especially young people just getting started. They face the same things I did. I want my example to stand as a warning to them. I hope they will give themselves to good causes as generously as I have tried to do. But I hope, also, that they will be careful who uses them and why. My advice to them is plain and clear: Be sure to look under the label.

"Personally, I have little to retract or retract other than the accusations under which I have sometimes appeared. As long as my voice and spirit hold out, I shall keep on singing of hope, joys and grievances of ordinary folk. I shall stand shoulder to shoulder with those who are pushed around and humiliated and discriminated against, no matter what their race or creed may be. That, as I see it, is the least I can do for the country we all cherish.

"But those who would lead down our America, those who hold a double allegiance, those who would slip upside down and inside out in support of a foreign tyranny—they're my enemies. Better than most people in this room I know the blessings on American civilization. I think we should all devote ourselves to removing them, not merely because they give aid and comfort to the Communists, but because they're wrong in themselves. I think you."

Beryl Davis Heads Back Via Coast TV

HOLLYWOOD, Sept. 2. — Thrush Beryl Davis, the British girl imported several years back and given a big spurge on RCA Victor records, is on the comeback trail. Now retired and married to club jockey Peter Potter, Miss Davis has resumed her career via guest shots on local tele shows.

She will be featured this week on the KLAC-TV-Hollywood Palladium tele show emceed by Don O'Us and will follow with other bookings. Canary is now sans record tie-up or other affiliations.

ECHO MAKES NATL. BID

NEW YORK, Sept. 2. A new label, Echo Records, has been launched here and is making its first bid for national distribution. The outfit, headed by Naya Grecia, Greek chanteuse and wife of writer-lecturer Otto Tschisler, will cut classical and pop material as well as Greek disks. A major artist signed to date is bass-baritone Nicola Mouskoglou, of the Met, opera, who is currently in Hollywood participating in the MGM flick, *The Life of Corrado*. His first cutting is a collection of Greek sacred and folk songs, cut with the Cathedral Choir, sung in English. It's issued on both 78 r.p.m. and 33's.

Other artists linked are trumpeter Ricky Gardel, the Harmoners trio; the Skyliners, male quartet, and popular warbler Don Costello. Distribution is being set up thru Wesley Smith's Musart distributery here. Promotion and advertising is being handled by Walter Marshall.

Defense Vs. Getting Muirized

(Continued from page 4)

"civil liberties" routine; or the "you can't be a liberal without getting hooked up with a Communist" slant; or "the Commie witch hunt is nothing more than anti-union rabble-rousing approach," or any other clever party line preachment.

Communism is a clear and present danger to Americanism. To say it isn't enough. But no matter how Commie-tainted the past may be for anyone in show business, he can clear himself by inconveniencing himself day in and day out to sell American democracy to his fellow workers as well as to his audience.

People like me, like Red Channels, for example, can get the skeletons, real or concocted, out of their closets by taking positive action.

A Proposed Starting Point

Here are some suggestions. Here is a starting point for a positive program:

1. Publicly express your opinion on how silly it is to swallow the old Commie line that you can't be a liberal without getting mixed up with Commies. Then join a few of the thousands of non-Commie liberal organizations and get active.

2. Resign from and publicly and vehemently denounce every Communist front organization you have belonged to (if any). If you were duped into joining, tell how. (See the Josh White story and statement in this issue.)

3. Offer your services as speaker, entertainer, sponsor, or in any way you see fit, to at least one anti-Commie organization (in this issue.) (See partial list of liberal anti-Commie organizations in this issue.) Thru these organizations join the direct attack on Communism, actively, aggressively.

4. In your show business union keep an eye on the strong left-wingers, watch their Communist party line pitches. Fight the pro-Commie elements in your union. Enlist the support of your trade papers (The Billboard, specifically) in your fight.

5. Offer to tell you have anything of the kind to tell, how the Commies duped you into sponsoring, or supporting, or contributing in any way to one of their front operations. Tell it to the House Un-American Activities Committee. Tell it to the Federal Bureau of Investigation. Tell it to Congress (see story on Communist Channels and the men behind it in this issue), not because it's right for a group of private citizens to stand as your judge, but because they publish an anti-Commie newsletter, which obviously, e.g., Muir, gets some attention.

6. Make your activities known to the people who count. Make them know you for what you are doing now, and not for what your accusers say you did years ago. Then American sense of fair play will soon see that you are hired for what you are, and a listing in Red Channels or 20 telephone calls will no longer make you a "conspiratorial personality" that may hurt the sale of Jello.

That may sound like a busy schedule. Real? Tough? Think how much tougher it is right now around Pohang and vicinity.

Just a Sucker, Sez Josh White

(Continued from page 5)

"Is plain and clear: Be sure to look under the label."

When White concluded his statement, Chairman Wood invited members of the Committee to question the witness. Few questions were asked, and Wood then declared to White: "We appreciate your coming here; it was a contribution. I hope others similarly inspired will do the same."

White, himself, indicated that his testimony probably has a responsive ring thruout the entertainment world where, he declared, "I regret and suspect that many artists share the same regret with me that an effective exposure of Communist activities in the theatrical and musical fields has not been made long before now."

The singer was accompanied to the stand by his wife. Mrs. White solemnly followed the text of the statements as he read them and read aloud his copy. She looked at him seriously as he reached a part of the statement containing stanzas of two of his favorite songs, *Strange Fruit* and *The House of Jim*. At the press table, several of the newsmen leaned forward expectantly, obviously wondering whether the singer would sing the stanzas for the Committee and thereby set a precedent for congressional hearings. White, however, read the lines with quiet restraint.

White prefaced his testimony to the Committee by smilingly announcing he was not accompanied by legal counsel. His complete statement to the Committee appears on this page.

"DREAM A LITTLE DREAM OF ME"

RECORDED BY
CATHY MASTICE Admiral
DINAH SHORE Columbia
G. GIBBS-B. CROSBY Coral
JACK OWENS Decca
FRANKIE LAINE Mercury
Words & Music, Inc.
1619 Broadway, N. Y. C.

From M-G-M's Smash Musical "SUMMER STOCK"

starring Judy Garland and Gene Kelly

★ YOU WONDERFUL YOU ★
MILLER MUSIC CORPORATION

THE LITTLE GENERAL SAYS...

JACK O' HEARTS

by RED RIVER DAVE
on MGM 10755

IS ACES

GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

STEPPING OUT

PUNKY PUNKIN

Recorded by

Fran ALLISON Victor
Ray CHARLES MGM
Rosemary CLOONEY Columbia
Teresa BREWER London
Roberta QUINLAN Mercury
and more to follow fast

PAXTON MUSIC

For Christmas

C-H-R-I-S-T-M-A-S

and

THE MERRY

CHRISTMAS POLKA

For the Winter Season

FROSTY

THE SNOWMAN

HILL & RANGE Songs, Inc., N. Y.

Another BMI Pin-Up Hit!

GOLDEN SAILS

Published by GODYA

Recorded by

Ikey Wayne (Cap)
Dick Todd (Rainbow)
Laurie Noble (Cap)
Harry Geller (Cap)
Vera Lynn (Cap)

Licensed exclusively by
BROADCAST MUSIC, INC.

Our Lady of Fatima

COUPLED WITH

The Rosary

RED FOLEY

Decca 14526 and 9-14526

78 rpm

45 rpm



**DECCA
RECORDS**

NOT **1** "Vagabond Shoes"

NOT **2** 'Tzena, Tzena, Tzena'

NOT **3** 'Just Say I Love Her'
(AND "CAN ANYONE EXPLAIN")

BUT
NOW **4** SMASH HITS!

"CINCINNATI
DANCING PIG"

MERCURY 5477

45 RPM • 5477X45



A REAL HIT MAKER!

ONLY Mercury HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS CHICAGO, ILLINOIS • MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

Music—As Written

Two New Diskeries Set Up by Detroit Music Firm

Two new record companies are being set up in Detroit as subsidiaries of the Grand Central Music Company, owners of Rego Records, which has become virtually inactive in recent months. New firms are Sweet Tone, at 2800 University Avenue, and Sugarbees-Records, at 1810 Greenlawn. Owner of Studio is Robert F. Calder, who is secretary of Grand Central. Sweet Tone is headed by Peter Uryga, the original founder of Grand Central, and Carl Bartley, who was also formerly with the company.

Jerry Lewin To Work With Comito at St. Nicholas

Jerry Lewin has replaced Wally Schuster at St. Nicholas Music. Lewin will work here with Lou Comito, firm's new professional manager. Tommy Sherman and Dan Cameron are the Chicago and Coast reps, respectively.

Kappi Jordan Wraps Owen Transcription Package

Flack Kappi Jordan has launched her own transcribed package show, "Titled 'Just for You,' show is a deejay bit with a 'mystery voice' jockey and open spots for the records and open ends for commercials. Package is beamed at the smaller indie stations, to be rented for one-shot use and then returned.

Triumph, Hot Jazz Diskery, Debuts

A new hot jazz and rhythm and blues diskery, Triumph Records, will make its debut in a couple of weeks. New waxworks was organized and will be headed by Gus Grant, who has worked with a number of indie labels in artist and repertoire posts. First disks to be issued by Triumph were sliced by tenorist-arranger-composer Al Cohn, formerly featured with Woody Herman's band, at the head of a quintet. Grant also has set up a music pubbing firm, Triumph Music, to handle unpublished originals.

Olsen, Johnson Get "It's Love"

"It's Love," a ballad adaptation from a French import, has been procured by Olsen and Johnson to be featured in their forthcoming revue, "Pardon Our French." Ditty is published by Simon House. Song will be done by Denise Durol in the show. The busty French actress-turned-thrush has recorded the ballad for London Records. The O. & J. show opens in New York at the Broadway Theater October 4.

Ethel Smith in Scotland Debut

Organist Ethel Smith made her Scottish debut last week at the Empire Theater, Glasgow. Critics on The Daily Mail and Bulletin tagged her performance as "awe-inspiring" and "superb." Her Decca disk of "Scottish Samba," made with Guy Lombardo, hit the record stalls in that country one week prior to Miss Smith's appearance. Miss Smith, currently in Paris, returns to the States September 18 for a series of concerts and Decca wax dates.

New York:

Murray Sporn, formerly with the now inactive Michael Music, has joined Murray Pudies in Fredericks Music. . . Sylvia Froos does a week at the Steel Pier in Atlantic City beginning Friday (1).

Ruby Fisher, of the Sy Oliver-Dick Jacobs enterprises, is launching his own pubbery, Horizon Music, with an item called "Sixty-Seven Days of Indigestion." Fisher will continue with the Oliver-Jacobs firm. . . George Avakian, international a. and r. topper at Columbia Records, returned from Chicago last week, where he recorded with the Norbie and Gillie Polka ork. . . Nick Campbell took over "Keep Your Eyes on the Stars" from Bill Gale. Tune's on a current Jan Garber Capitol release. Arthur Farrow, J. Walter Thompson Company account exec who has been handling the RCA Victor Records account, has been transferred to the agency's Chicago office where he will be contact man on the Kraft Foods account. John Birge, formerly Columbia Records advertising manager, joins JWT in New York and is handling the Victor account. . . Warbler Valaida Snow, who just completed a six-month tour in Canada, opening a two-week engagement at the Suburban Restaurant, Brooklyn, September 6.

Bill Black, former Gene Krupa vocalist, has joined Charlie Spivak's band. . . Jack Egan handling special disk jockey campaign on platters of "Tea for Two" to plug Warner Bros. film of the same name. . . Following its current Bog City engagement, the Krupa band heads for New England on a two-week tour of one-nighters, then goes south. . . Eddie Brandt, special material writer for Spike Jones, in New York to plug the novelty sides he cut for London.

Metopera bary Robert Merrill has signed a three-year contract for the NBC-TV "Saturday Night Revue." . . Victor disk thrush Polly Bergen, featured in the forthcoming "This Is the Army" flick with Dean Martin and Jerry Lewis, has been inked for another role in "War Path." . . Warbler Pat Terry, now in his 21st week as production singer at Bill Miller's Riviera, has landed his own radio show, aired over WINS every Sunday. . . The Bing and Gary Crosby version of "Sam's Song," issued in England on E. R. (Tex) Lewis's Brunswick label several weeks ago, racked initial orders totalling 35,000 platters.

Paul Higaki, Nisei trombonist with the Lionel Hampton org, which played the Palomar Theater, Detroit, last week, was awarded a plaque as the "Greatest Japanese jazzman in America" at a special ceremony on the stage of the theater.

Mac Cooper acquiring pubbing rights to "Minnequa," the Lee Irwin-Mel Howard ditty waxed by the Mariners for Columbia. . . Thrush June Gardner, a winner on the "By Popular Demand" TV show, opens at the Viennese Lantern this week.

Raymond Rork, musician and professional manager of Ernest A. Rork & Son, Memphis pubbery, is laid up with an injured leg. . . Theodore A. Okon, former public relations director of WDTV, Pittsburgh, has resigned to become business manager of Al Morgan, pianist and singer. . . Toddy Pictures will release 15 new 10-minute musical films featuring Billy Eckstine, Dizzy Gillespie and other artists. . . Warbler Edie Gorme has left

Tommy Tucker's ork to join Tex Beneke. Miss Gorme replaces Helen Lee, who left the Beneke organization last week. . . . Buddy Brees, formerly warbler with Art Mooney's band, has become singing emcee at Green's Hotel, Pleasantdale, N.J.

MGM Records' sales promotion department is working overtime to prepare its distrib network for individual territorial ballyhoo campaigns which will tie in with the coming concert tour which packages two of the label's top flight talents, Billy Eckstine and the George Shearing Quintet. The tour kicks off on the Coast September 15 and will travel cross-country for 35 dates. . . . Machito's Afro-Cuban crew is slated to go into the Havana-Madrid nitery late in September or early in October for an extended stay. . . . Woody Herman's band will follow its Meadowbrook, Cedar Grove, N.J., date with a one-weeker at the Boulevard nitery in Rego Park beginning September 28.

Diszy Gillespie's sextet has been booked for two-week dates at the Silhouette nitery, Chicago, beginning September 15; Ciro's, San Francisco, beginning September 30 and the Oasis, Los Angeles beginning October 15. . . . Teddy Powell's ork, which will close the summer season at the Roosevelt Hotel's Grill prior to the annual Guy Lombardo date, will move into a two-week date at the Dasher-Walsh Hotel, Columbus, as part of a package which will feature Rudy Vallee. . . . Miguelito Valdez and his Latin band will return to the Caribe Hilton Hotel in Puerto Rico on February 1 for at least 10 weeks.

Chicago:

Frankie Laine takes a five-week vacation following his closing at the Chez Paree here late in September. . . . Sam Lutz, the p.m., will become a fader for the second time in November. . . . Mercury's Records' Hank Pollock in New Orleans, assisting in setting up Buster Williams' Music Sales as the new distrib point. Allen Distributors formerly handled Mercury there. . . . Bill Martin cut four r. and b. sides for Coral last week. . . . Max Miller, music director of Life Records here, will cut an eight-selection LP for Columbia. . . . Monogram Artists Corporation is taking over Ray Herbeck's ork after he closes at the Last Frontier, Las Vegas, Nev., September 22 and will head him East. . . . Dick Shelton, Monogram Artists' Corporation office chief, has set Buddy Waples and Lemmy Dees the Decca contract, to open the Gladys Knight at Congress Hotel, new exclusive account. . . . Tiny Hill has re-signed with Mercury Records for another three years. Hill is scheduled for a one-nighter tour of Texas late in October, his first Southwest swing in five years. Hill makes Midwest theaters in November. Mercury also inked the Joseph Lasicky orchestra, polka combo. . . . Frankie Schenck, pianist and road manager, once with Tiny Hill, and Johnny (Seat) Davis will be married in Birmingham, where Johnny has a cocktail unit at the Lotus Club. . . . The Music Box, Omaha location dancery, will not drop its band policy in favor of bowling, as was threatened by op Harry Taylor when the Omaha musicians' local upped his scale (The Billboard, August 25). The Omaha local dropped its demand and will go on with its 1949 scale for the spot.

Hollywood:

L. Wolfe Gilbert, head of ASCAP's West Coast committee, was called to Gotham by Society Presxy Otto Harbach, to attend discussions of the new point system. Talks open September 7. . . . ASCAP's annual West Coast meeting will be held at the Beverly Hills Hotel September 23, with Harbach and Fred Ahlert attending from New York. . . . When Frankie Carle opens September 5 at Hollywood Palladium, he'll roll two sevens in a row: Opening marks his seventh anniversary as a band leader and his seventh engagement at the Sunset Boulevard dancery, a record number of return stands. . . . Capitol has sent a complete sample stock and price list of Bozo toys to its salesmen with order-taking to get under way immediately. Cap sales force will have six items to sell. Orders will be handled directly thru branches, with shipping made by the manufacturers. . . . Larry Maddi, "Hot Canary" penman, inked for Cap album wax. . . . Nappy Lamare and his Dixieland combo closed a 14-week run at the Palladium September 3, returning for an indefinite stay September 13. Group exits the bandstand for two weeks to make way for Freddy Martin's telebuilt Band of Tomorrow. . . . Even the disk biz is not without espionage these days. Decca's Joe Perry received an anonymous phone call by a fem proposing to sell him titles of four tunes Columbia's Paul Weston recorded the night before. Price asked for this inside info was \$200, with the musical Mata Hari claiming she's working her way thru college. . . . Deep Roberts of Capitol's sales promotion staff pulled a neat plum in taking over Steve Allen's time on KNX (midnight to 1 a.m.) during the latter's vacation. Roberts is filling the 12 nightly hours with Cap personalities who serve as acting deejays, discussing music and playing their five platens. Participants include Jimmy Wakely, Art Mozier, Hal Perwin with Monica Whelan, Frank DeVol and Jimmy McHugh, Les Busch and Margaret Whiting, Tex Williams and Country Washburne, Mr. and Mrs. Les Paul, Stan Kenton, Mr. and Mrs. (Donna King) Jim Collins, Tennessee Ernie and the Starlighters, Mr. and Mrs. (Yvonne King) Buddy Cole. . . . Ted King was appointed regional promotion rep for Capitol's Central-Eastern division, covering Ohio, Indiana, Michigan, Pennsylvania and Upper New York. He reports to Max Callison, veepee in charge of the region, headquartered at Cleveland.

On the Sound Track:

Strength of pic plugs is seen in the Dean Martin Capitol waxing of "I'll Always Love You," tune from Paramount's "My Friend, Irma, Goes West." Cap released the Martin dishing three months ago to a weak response. Since the Rick has gone into national release, sales have rapidly mounted hitting The Billboard's music pop charts' retail record sales list. . . . Jerry Wald and Norman Krassa bought film rights to John Philip Sousa's "Stars and Stripes Forever." It will be used as title for the flick which treats the USO. Pic will be one of the first to be produced by the Wald-Krassa combine for Howard Hughes's RKO following their \$50,000,000, five-year contract with Hughes. . . . Eight oldtime hits will be included in Warner's "Lullaby of Broadway," including "A Shanty in Old Shanty Town," "Zing Went the Strings of My Heart," "You're Getting to Be a Habit With Me," "I've Got Five Dollars," "Somebody Loves Me," "Cheatin' on Me," "For You," and the title tune. Cy Miller and Jerry Seelan will pen four new numbers. . . . Ann Triola, nitery thrush, and the Page Cavanaugh Trio have been inked for parts in "Lullaby of Broadway." Monogram music director Edward J. Kay will score "The Bowers Thrush" flick. . . . Bill (Hopalong Cassidy) Boyd pens his Paramount contract to co-star with Bing Crosby in "Partners," his first Technicolor flick. Pact gives Boyd \$125,000. . . . Pee Wee King's "You're Golden" West Coast covers were inked by Columbia for musical scenes in "Ridin' the Outlaw Trail." King's nine-man combo is currently playing San Fernando's Riverside Rancho, and records for Victor. Liberate inked for a part in RKO's "Footlight Varieties."

THESE
DECCA
RECORDS
Available on 45 and 78 rpm

LOUIS JORDAN
and His Tympany Five



**BLUE
LIGHT
BOOGIE**

Two Parts

Decca 27114
(78 rpm)

Decca 9-27114
(45 rpm)

**WANT A ROOF
OVER MY HEAD**

(AND BREAD ON THE TABLE)

COUPLED WITH

SHOW ME HOW

(YOU MILK THE COW)

Decca 27129
(78 rpm)

Decca 9-27129
(45 rpm)

AMERICA'S
FASTEST-SELLING
RECORDS

DECCA
RECORDS



The Star
who made
"IT ISN'T FAIR"
gives you
another
Best Seller!

"I NEED YOU SO"

backed by
"IT COULDN'T HAPPEN TO A SWEETER GIRL"



with
HUGO
WINTERHALTER'S
ORCHESTRA
and CHORUS



RCA VICTOR Records

45 rpm 47-3884

78 rpm 20-3884





Another double-sided winner like Mindy's "CANDY & CAKE" and "MY FOOLISH HEART" . . . a brand new record that ships coast to coast this week.



"A RAINY DAY REFRAIN"

and

"LOOKS LIKE A COLD, COLD WINTER"

by...

Mindy Carson

RCA VICTOR RECORDS

45 rpm 47-3921

78 rpm 20-3921





"LOVE BUG ITCH"

backed by

A PRISON WITHOUT WALLS

Eddy
Arnold



Another "Buggin"
million seller by the
world's #1 singer
of Country and Western
songs.



RCA VICTOR Records



45 rpm 48-0382

78 rpm 21-0382

Tony Martin

"TAKE A
LETTER
MISS
SMITH"



RCA VICTOR Records

45 rpm 47-3874

78 rpm 20-3874



Fran Warren

The top duet on records comes up
with the season's cutest novelty that
is already going places.



Get on
COLUMBIA'S BANDWAGON...

Guy MITCHELL

Columbia's Great New Singing
Sensation hits with...

"YOU'RE NOT
IN MY
ARMS TONIGHT"

and

"ANGELS
CRY"



Columbia
Records

Columbia 38931

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending September 1

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

Last Week

1. **GOODNIGHT, BEBE** By Huddie Ledbetter and John Lomax 1

Records available: J. Allison, Cap 3122; Alexander Brothers, Mer 3444; E. Foley E. Lobb, Dec 46255; Gunter Lee Carr, Dec 48147; J. Shook, D.illard-D. Bradley Quintet, Coral 66241; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Coral 70130892, (1310718); D. Day-C. Dant, V178120-3670, 145147-3870; L. Dec 46248; J. Harford, Cap 71462; C. Steward, Coral 60264; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Aubry, Cal 70120756, 1331-742; E. Grady, Cap 7011150, 1451F-1150; Harmony Belts Drk, Coral 705; Mad Max Maxwell, Discovery 554; P. Karpis, Royal 3241.

Electrical transcription libraries: Ray Anthony, Lang-Worth.

2. **MONA LISA** By Jay Livingston and Ray Evans 2

Published by Famous (ASCAP)

From the Paramount film, "Captain Clegg, U. S. A."

Records available: Dennis Day-H. Rame Drk, V 20-3753; H. James Wix, Cal 70130768, 1331-580; N. "King" Cole-L. Buster Brown & Drk, Cap 1010; A. Low-L. Holmes Drk, MGM 10487; C. Sabine Wix, London 4397; V. Young Drk, Dec 27049; B. Cole, Coral 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wixley, Cap 1151; R. Flanagan, V 20-3808; "T" Tamm Tyler, 4 Star 1514.

Electrical transcription libraries: Herman Cline's Drk, Thesaurus; Dean Hudson, Lang-Worth; Dick Johnson, Associated.

3. **PLAY A SIMPLE MELODY** By Irving Berlin 3

Published by Irving Berlin (ASCAP)

Records available: G. & B. Crosby-M. Mallico's All Stars, Dec 27112; G. Gibbs-B. Crosby Drk, Coral 66227; P. Maris-W. Schart Drk, V14547-3781; G. Shore H. Zimmerman Drk, Cal 70130872, 1331-634; J. Stafford-The Starlighters-P. Weisen's Dixie Eight, MGM 1039.

Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

4. **SAM'S SONG** By Jack Elliott and Lew Qandari 4

Published by Sam Weiss (ASCAP)

Records available: J. "Finger" Carr, Cap 662; G. & B. Crosby-M. Mallico's All Stars, Dec 27112; H. Geller Drk-The Tunes-Times, Mer 5450; T. Harper-M. Klein's Disinherited Band-Four Hits and a Kiss, Cal 70130876, 1331-695; G. "Shanty" Hogan-B. Wayne-J. Price Drk, London 4392; F. Martin Drk, V14547-3780; Melodisc, MGM 10743; L. Noble, Coral 60250; V. Young Drk, Dec 27033.

Electrical transcription libraries: Don Crosby, Standard; Dick Johnson, Associated; Chuck Foster, Lang-Worth.

5. **TZENA, TZENA, TZENA** 5

Records available: A. Blank-Harmonia Trio, Riviera 316; G. Jenkins-The Weavers, Dec 27077; Lantier S. Maloney-Family Choir, Star 14509; J. Miller Drk, 1 Chorus, Cal 3885; The Weavers, Dec 27053; V. Damore, Mercury 5454; W. Sulek Drk, Columbia 14745; G. Cates Drk, Coral 60261; R. Flanagan Drk, V178120-3647, 145147-3647; Frank Wojnarowski, Gena 702.

Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Drk, Thesaurus.

6. **BONAPARTE'S RETREAT** By Pee Wee King 6

Published by Acuff-Peters (BMI)

Records available: G. Krupa, V178120-3766, 145147-3766; L. McLaughlin, Cal 70130760, 1331-644; P. Napoletan, Cal 38891; K. Starr, Cap 7017936, 1451F-1796; B. Butler, Dec 46290; Pee Wee King, V178120-3111, 145148-3111; J. Grant, Cap 70131156, 1451F-1156.

Electrical transcription libraries: Jack Rivers, Standard.

7. **COUNT EVERY STAR** By Bruno Coquatrix and Sammy Gallop 6

Published by Parson (ASCAP)

Records available: R. Anthony, Cap 859 and 979; H. Robins, Coral 60247; H. Rame, Dec 46182; D. Haynes-A. Shaw, Dec 27042; H. Affriss, Cal 70130732, 1331-555; H. Winterhalter Drk, V178120-3697, 14513221; Raven, National 9131; S. Smith, Prestige 718.

Electrical transcription libraries: Don Crosby, Standard; Almyr Carson, Associated.

8. **I WANNA BE LOVED** By John W. Green, Billy Rose and Edward Heyman 7

Published by Supreme (ASCAP)

Records available: I. Bennett-M. Manning, Cal 70130825, 1331-646; Andrews Sisters-G. Jenkins Drk, Dec 27007; B. Clark, Cal 3649; B. Robins, Coral 60247; H. Rame, Dec 46182; D. Haynes-A. Shaw, Dec 27042; H. Affriss, Cal 70130732, 1331-555; H. Winterhalter Drk, V178120-3772, 145147-3772; J. Garber Drk, Cap 7013044, 1451F-1044; B. Cas-C. Hobbs, Cal 20279; R. McKinley Drk, V178120-3436, 145147-3436; D. Washington, Mer 5181; G. Goodall, Coral 60241; G. Williams Drk, Varsity 266; G. Ammons, Prestige 718.

Electrical transcription libraries: Fran Warren, Thesaurus; Eugenia Baird, Lang-Worth; Salomey Ennis, Standard.

9. **LA VIE EN ROSE** By Pierre Lueguy and Mack David 8

Published by Harms, Inc. (ASCAP)

Records available: L. Armstrong, Dec 27113; G. Bradley, Coral 60241; B. Crosby, Dec 27113; R. Flanagan Drk, V 20-3809; C. Haines, Coral 60246; J. James, Cal 70130768, 1331-580; G. Lombardo, Dec 27127; M. Marrow, MGM 10227; T. Martin, V 20-3810; Melodisc Strings, V 20-3739; N. Morales, Dec 2113; E. Piaf, Cal 70130912, 1331-742; J. Stafford-P. Weston Drk, Cap 70131153, 1451F-1153; P. Weston Drk, Cap 7013090, 1451F-690; V. Young, Dec 2481.

Electrical transcription libraries: Skinny Ennis, Standard.

10. **THIRD MAN THEME, THE** By Anton Karas 8

Published by Chappell (ASCAP)

From the Carol Reed film "The Third Man"

Records available: D. Apollo, National 9104; Cate Vienna Quartet, Cal 3133-444; I. Fields Drk, V178120-3648, 145147-3222; H. "Macpherson" Garland, Dec 46218; A. Karna, London 534; G. Lombardo, Dec 24839; N. McKinley Drk, V178120-3705, 145147-3705; A. Rex, Cap 7013010, 1451F-620; A. Ryerson Quintet, Coral 60148; E. Smith, Dec 24908; S. Stachow, Mer 5275; Z. Turner Drk, Regent 172; H. Winterhalter, Dec 24906; B. Pollock Drk, Modern 203; F. Martin, V 20-3797; V. Young Drk, Dec 27048; N. Stuart Drk, Intro 6001; Franz Gottschalk, tempo 470.

Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Johnson, Associated; Jerry Gray Drk, Standard; Ben Pollock, World.

*Jenkins, Decca Records; Miller, Columbia Records; Damore, Mercury Records; Cates, Coral Records; Flanagan, Victor Records, and other disk use lyrics by Gordon Jenkins and new music and arrangement by Isaac Miron and Julius Greenman have had other lyrics by Mitchell Parish which have not to date appeared on records. The Distant Organization of America has also made claims to the lyrics.

WARNING

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This week's

New Releases
... on RCA Victor

Release 50-36

Ships Coast to Coast, Week of September 10

POPULAR

DON CORNELL

- Au Revoir Again
A Whistle and a Prayer
20-3909—(47-3909)*

TOMMY DORSEY

- It All Begins and Ends With You
Lullaby in Boogie
20-3910—(47-3910)*

RALPH FLANAGAN

- (Ralph Flanagan's Theme Song)
Singing Winds
Harbor Lights 20-3911—(47-3911)*

HUGO WINTERHALTER'S ORCHESTRA
and CHORUS

- Mr. Touchdown, U.S.A.
The Red We Want Is the Red We've
Got 20-3913—(47-3913)*

COUNTRY

EDDY ARNOLD

- The Lovebug Itch
A Prison Without Walls
21-0382—(48-0382)*

JACK HOLDEN and FRANCES KAY

- The Fiery Bear
What Would Washington Say?
21-0386—(48-0386)*

RHYTHM-BLUES

ARTHUR "BIG BOY" CRUDUP

- Hand Me Down My Walking Cane
Lonesome World to Me
22-0100—(50-0100)*

*45 r.p.m. New.

NOTE: All records in this panel are listed alphabetically by song title

Going Strong...

\$. . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of Sept. 2). Obviously, sure things!

- ⑤ Bonaparte's Retreat
Gene Krupa 20-3766—(47-3766)* 7
- ⑤ Count Every Star
Hugo Winterhalter 20-3697—(47-3221)* 7
- ⑤ Cuddle Buggin' Baby
⑤ Enclosed One Broken Heart
Eddy Arnold 21-0342—(48-0342)* 7
- ⑤ Good Night, Irene
Dennis Day 20-3870—(47-3870)* 7
- ⑤ I Love the Guy
Fran Warren 20-3848—(47-3848)* 7
- ⑤ I'm Movin' On
Hank Snow 21-0328—(48-0328)* 7
- ⑤ La Vie En Rose
Tony Martin 20-3819—(47-3819)*
Ralph Flanagan 20-3889—(47-3889)*
Melachrino Strings 20-3739—(47-3739)* 7
- ⑤ Mona Lisa
Ralph Flanagan 20-3888—(47-3888)*
Dennis Day 20-3753—(47-3753)*
- ⑤ Take a Letter, Miss Smith
Tony Martin and Fran Warren 20-3874—(47-3874)*
- ⑤ Tzena, Tzena, Tzena
Ralph Flanagan 20-3847—(47-3847)*

Coming Up...

★ . . . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ I Need You So
Don Cornell 20-3884—(47-3884)*
No. 4 Disc Jockey's Pick, Billboard, September 2nd.
- ★ Music, Maestro, Please
Tony Martin 20-3883—(47-3883)*
No. 5 Disc Jockey's Pick, Billboard, September 2nd; No. 9 Disc Jockey's Pick, Billboard, August 26th.
- ★ The Red We Want Is the Red We've Got
Ralph Flanagan 20-3904—(47-3904)*
No. 6 Disc Jockey's Pick, Billboard, September 2nd; Jockey's Pick, August 26th.
- ★ The Rosary
Perry Como 20-3850—(47-3850)*
No. 18 Retailers' Pick, Billboard, September 2nd.

TIPS

MR. TOUCHDOWN, U. S. A.

HUGO WINTERHALTER
20-3913—(47-3913)*The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



JAN FEB MAR

The Swings to "45"

APRIL MAY JUNE

JULY AUG SEPT

OCT NOV DEC

"COUNT EVERY STAR"

HUGO WINTERHALTER

the great single from his Isham Jones Dance Album . . .
released by popular demand . . . An RCA Victor first.

"CAN'T WE TALK
IT OVER"
with the
Fontane Sisters

"YOU'VE GOT
ME CRYING
AGAIN"

backed by "It Had to be You"

"MY DESTINY"

"JUST SAY I
LOVE HER"
with Eddie Fisher



45 rpm 47-3858

78 rpm 20-3858



RCA VICTOR Records



"THE RED WE WANT
IS THE RED
WE'VE GOT
IN THE
OLD RED,
WHITE AND
BLUE"



**RALPH
FLANAGAN**

RCA Victor
45 rpm 47-3904
78 rpm 20-3904



**HUGO
WINTERHALTER**

RCA Victor
45 rpm 47-3913
78 rpm 20-3913



**ELTON
BRITT**

RCA Victor
45 rpm 48-0381
78 rpm 21-0381



RCA VICTOR Records



More than a pop hit . . . will be a standard . . . the top patriotic song of this decade.
Three great RCA Victor versions.

"ALL DRESSED UP TO SMILE"

introduced by
EVELYN KNIGHT
DECCA RECORDS No. 27103

by IRVING GORDON

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The
Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Based on reports received last three days of Week Ending September 1

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks (Last 1) This date/Week/Week		Publishers
8	2	GOODNIGHT, IRENE (R)	Spencer
13	1	MONA LISA (F) (R)	Famous
10	3	PLAY A SIMPLE MELODY (R)	Bertin
9	4	SAM'S SONG (R)	Sam Weiss
6	7	TZENA, TZENA, TZENA (R)	Copyright in dispute
24	6	THIRD MAN THEME, THE (F) (R)	Chappell
15	5	COUNT EVERY STAR (R)	Paxton
6	12	LA VIE EN ROSE (R)	Harms
3	10	NO OTHER LOVE (R)	Walt Disney
16	9	I WANNA BE LOVED (R)	Supreme
20	8	BEWITCHED (R)	Chappell
1	—	CAN ANYONE EXPLAIN (R)	Valande
3	14	BONAPARTE'S RETREAT (R)	Acuff-Rose
1	—	ALL MY LOVE (R)	Mills
18	—	SENTIMENTAL ME (R)	Kalichor

ENGLAND'S TOP TWENTY

POSITION	Weeks (Last 1) This date/Week/Week	English	American
12	1	BEWITCHED	Chappell
6	2	SILVER DOLLAR	Pic Music, Ltd. Hampshire Publishing Corp.
21	4	MY FOOLISH HEART	Sam
16	3	DEARIE	Campbell-Connelly
13	5	GADDY'S LITTLE GIRL	Yala
4	8	SENTIMENTAL ME	Cinephone
3	9	IF I WERE A BLACK BIRD	Ben & Co.
3	8	ONCE IN A WHILE	Mapa
8	11	IF I LOVED YOU	Williamson
13	7	I REMEMBER MY FIRST LOVE	Arcadia
17	6	LET'S DO IT AGAIN	Leeds
18	10	THAT OLD PIANO ROLL BLUES	Leeds
4	14	HAVE I TOLD YOU LATELY THAT I LOVE YOU?	Leeds
2	16	SAM'S SONG	Sterling
6	15	CANDY AND CAKE	Irwin Gosh
17	12	OH, YOU SWEET ONE	Soestera
8	13	YOUR HEART AND MY HEART	Lawrence Wright
17	15	QUICKSILVER	W. H. Morris
16	19	ME AND MY SHADOW	Francis Day
33	20	JEALOUS HEART	New World

*Publisher not available as The Billboard goes to press.

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THE TOP TUNES OF THE DAY

are on



TOP POPS!

78 RPM 45 RPM

- "MONA LISA" Nat "King" Cole.....1010 F1010
 "BONAPARTE'S RETREAT" Kay Starr.....936 F936
 "NOLA," "JEALOUSY" Les Paul.....1014 F1014
 "SOMETIME," "NO OTHER LOVE"
 Jo Stafford.....1053 F1053
 "AIN'T NOBODY'S BUSINESS BUT MY OWN,"
 "I'LL NEVER BE FREE" Starr-Ernie.....1124 F1124
 "GOODNIGHT IRENE," "OUR VERY OWN"
 Jo Stafford.....1142 F1142
 "CINCINNATI DANCING PIG," "BRIGHT LIGHTS
 AND BLONDE HAired WOMEN" Ernie.....1174 F1174
 "HOME" Nat "King" Cole.....1133 F1133
 "BABY, OBEY ME," "I'LL ALWAYS
 LOVE YOU" Dean Martin.....1028 F1028
 "SAM'S SONG," "IVORY RAG"
 Joe "Fingers" Carr.....962 F962

TOP WESTERNS!

- TENNESSEE ERNIE
 "Cincinnati Dancing Pig".....1174 F1174
 HANK THOMPSON
 "When God Calls His Children Home".....1163 F1163
 LEON PAYNE
 "Did I Forget To Tell You".....1164 F1164
 RAMBLIN' JIMMIE OOLAN
 "Wham! Bam! Thank You Mam!".....1150 F1150
 TENNESSEE ERNIE
 "What This Country Needs".....1159 F1159
 JIMMY WAKELY
 "Mona Lisa".....1151 F1151
 JESS WILLARD
 "New Panhandle Rag".....1101 F1101
 BILLY WALKER
 "Alcohol Love".....1097 F1097
 TEX WILLIAMS
 "Happy Feet".....1087 F1087
 RAMBLIN' JIMMIE DOLAN
 "I'll Sail My Ship Alone".....952 F952

Kay Starr



Sings

BALLAD

BLUES

WESTERN

"WHEN YOU'RE A LONG,
 LONG WAY FROM HOME"
 78 rpm No. 1152 45 rpm No. F1152

"HE'S A GOOD MAN
 TO HAVE AROUND"
 78 rpm No. 1072 45 rpm No. F1072

"AIN'T NOBODY'S BUSINESS"
 "I'LL NEVER BE FREE"
 with TENNESSEE ERNIE
 78 rpm No. 1124 45 rpm No. F1124
 ALL THREE ARE



Ray Anthony

and His
 Orchestra



America's Favorite
 Dance Orchestra

"CAN ANYONE
 EXPLAIN?"

coupled with "SKYCOACH"
 78 rpm No. 1131 45 rpm No. F1131

MOVING
 HITWARD
 (the original) "COUNT EVERY STAR"
 78 rpm No. 979 45 rpm No. F979



Dean Martin

a "sleeper" really catching hold—

"I'LL ALWAYS
 LOVE YOU"

from The Hal Wallis Picture
 "My Friend Irma Goes West"

coupled with "BABY, OBEY ME!"
 78 rpm No. 1028 45 rpm No. F1028



Also hear him with Margaret Whiting

"I'M IN LOVE WITH YOU"
 coupled with "DON'T ROCK THE BOAT"
 78 rpm No. 1160 45 rpm No. F1160

Jimmy Wakely

THE HIT WESTERN
 VERSION OF

"MONA LISA"

coupled with "STEPPIN' OUT"

78 rpm No. 1151 45 rpm No. F1151



A NEW HOPALONG
 CASSIDY
 RECORD-READER
 "HOPALONG CASSIDY AND
 THE SQUARE DANCE HOLDUP"

Eddie FISHER

with Hugo Winterhalter's Orchestra

Advance sales indicate
this record is
Eddie's springboard
to stardom.



"IF YOU SHOULD LEAVE ME"

RCA VICTOR Records



45 rpm 47-3901

78 rpm 20-3901



VAUGHN MONROE



they're playing it!!... they're humming it!!... they're singing it!!... they're buying it!!



"THE BEER THAT I LEFT ON THE BAR"

backed by
WHY FIGHT THE FEELING



RCA VICTOR Records

45 rpm 47-3880

78 rpm 20-3880

WHAT A HIT!... IT'S SPREADING
FROM THE MIDWEST
LIKE WILDFIRE!

KEN BARRY

with Julie O'Neill and Nick Paul
accompanied by Carl Hohengarten and his orchestra

SUN
SUN
SUN
SUN
SUN

**"IT MAY
BE ON
SUNDAY"**

backed by
"TWO HEARTS
ARE BETTER THAN ONE"

No. 771

78 rpm

No. 30190

45 rpm

75c plus tax

LONDON
RECORDS



PEE WEE KING
RCA Victor 45 rpm 48-0379
78 rpm 21-0379



GENE KRUPA
RCA Victor 45 rpm 47-3906
78 rpm 20-3906

Two Commercial Power-
house Versions Skedded
for big Disk Jockey
Play . . .



"CINCINNATI DANCING PIG"



RCA VICTOR Records



That High Riding
Fast-Moving Singer
of Western and
Cowboy Songs...

HANK SNOW

Singing...

45 rpm 48-0328

78 rpm 21-0328

Hank's hotter than a pistol with the biggest selling
record in the country and Western field.

"I'M MOVING ON"

backed by

"WITH THIS RING I THEE WED"



RCA VICTOR Records



The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 1

BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "W" side of each record is also listed.

POSITION	Weeks/1st	This to date/Week/Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	12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The Renowned
Composer, Arranger and
Conductor

Henry Russell



A PROUD ADDITION
TO THE GROWING
LIST OF
TOWER FIRSTS.....

WINNER No. 1

Records His First
Tower-iffic Hits...

Both Hits on

TOWER RECORD No. 1490

Composed, Arranged

& Conducted by

HENRY RUSSELL

& His College Chorus

WINNER No. 2

"THE
HALLS
OF IVY"

Written by Henry Russell
and Vic Knight

THE ORIGINAL AND MUCH REQUESTED VERSION OF "THE HALLS OF IVY" AS PRESENTED ON THE RONALD COLMAN "HALLS OF IVY" NBC SHOW.

"DRINK,
DRINK,
DRINK"

Written by
Henry Russell
and Vic Knight

AN ORIGINAL VERSION OF A NEW FRATERNAL SONG DESTINED TO BECOME A SMASH HIT THAT WILL LIVE ETERNALLY.

ORDER FROM YOUR NEAREST TOWER DISTRIBUTOR
OR DIRECT FROM

TOWER RECORDS

100 E. OHIO ST., CHICAGO, ILLINOIS



THE MARINERS

Arthur Godfrey's
great quartet sings . . .

SOMETIME

backed by

"STARS ARE THE WINDOWS OF HEAVEN"

Columbia #38781



COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

The Billboard MUSIC POPULARITY CHARTS Juke Box Record Plays

PART
V

Based on reports received last three days of Week Ending September 1

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION

Weeks | Last | This
date | Week | Week

9	1	1.	GOODNIGHT, IRENE	G. Jenkins-Wearers	Dec/78/27077; (45/9-27077-BMI
13	2	2.	MONA LISA	Pat "King" Cole	Cap/78/1010; (45/9-1010-ASCAP
7	3	3.	SIMPLE MELODY	Carly-Bing Crosby	Dec/78/27112; (45/9-27112-ASCAP
7	4	4.	SAM'S SONG	Carly-Bing Crosby	Dec/78/27112; (45/9-27112-ASCAP
15	7	5.	BONAPARTE'S RETREAT	K. S. Ray	Cap/78/936; (45/9-936-BMI
11	6	6.	TZENA, TZENA, TZENA	G. Jenkins-Wearers	Dec/78/27077; (45/9-27077-ASCAP
10	5	7.	I WANNA DE LOVED	Andrew Sisters-G. Jenkins	Dec/78/27007 (45/9-27007-ASCAP
3	10	8.	I'LL NEVER BE FREE	K. Starr-Tennessee Erbe	Dec/78/14263; (45/9-14263
2	10	9.	CINCINNATI DANCING PIG	R. Foley	(T. Brewer, London 766; V. Damone, Mer 5477; L. Dee, Dec 46263; E. Grant, 1183; G. Krupa Ork, V 20-3906)
5	10	10.	CAN ANYONE EXPLAIN?	Amey Brothers	Cor/78/30253; (45/9-30253-ASCAP
4	19	11.	TZENA, TZENA, TZENA	(R. Anthony Ork, Cap 1131; D. Shore-H. Zimmerman, Cor/78/38927, (33/1-739; A. Morgan, London 766; V. Damone, Mer 5476; D. Haynes, Dec 27162; Soft House, Mer 5445; L. Green-Honeydramers, V 20-3903; H. Ranch Ork, MGM 10777)	
5	15	12.	GOODNIGHT, IRENE	F. Sinatra	Mercury/78/5456; (45/9-5454-ASCAP
9	9	13.	BONAPARTE'S RETREAT	G. Krupa	(V78/20-3766; (45/9-3766-BMI
27	15	14.	THIRD MAN THEME, THE	G. Lombardo	Dec/78/14263; (45/9-14263-ASCAP
1	—	14.	HARBOR LIGHTS	S. Kaye	Cap/78/38963; (33/2-784-ASCAP
11	8	16.	SAM'S SONG	C.K. Griffin, Cor 3889; J. Byrd-J. Mord, Mer 5463; L. Raine, Universal U-195; R. Anthony Ork, Cap 11901	
9	13	17.	NOLA	L. Paul	Cap/78/1062; (45/9-1062-ASCAP
5	—	17.	TZENA, TZENA, TZENA	M. Miller	Cap/78/38963; (33/1-706-ASCAP
5	10	19.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec/78/14263; (45/9-14263-BMI
7	13	19.	MONA LISA	V. Moore	Dec/78/127048; (45/9-127048-ASCAP
8	19	21.	COUNT EVERY STAR	D. Haynes-A. Shaw	Dec/78/27042; (45/9-27042-ASCAP
2	21	21.	MUSIC MAESTRO, PLEASE	F. Laime	Mercury/78/5456; (45/9-5454-ASCAP
1	—	21.	I'LL ALWAYS LOVE YOU	D. Martin	(T. Martin-H. Rine, V78/20-3883; (45/9-3883; L. Raine, Universal U-194)
2	—	21.	TENDERLY	(D. Shore, Cor 3884; M. Tilton, Coral 80238)	
10	17	25.	COUNT EVERY STAR	H. Winterhalter	(V78/20-3897; (45/9-3897-ASCAP
1	—	25.	CAN ANYONE EXPLAIN?	D. Haynes	Dec/78/27161; (45/9-27161-ASCAP
5	19	27.	MONA LISA	H. Jeml	Mercury/78/5456; (45/9-5454-ASCAP
1	—	27.	TZENA, TZENA, TZENA	R. Flanagan	V78/20-3847; (45/9-3847-ASCAP
1	—	29.	GOODNIGHT, IRENE	J. Stafford	Cap/78/11442; (45/9-1144-BMI
1	—	29.	DREAM A LITTLE DREAM OF ME	F. Laime	Mercury/78/5456; (45/9-5454-ASCAP

(F. Carla Ork, Cor 38783; S. Crosby-G. G. H. Cor, Coral 80263; D. Shore-H. Zimmerman, Cor/78/38927, (33/1-739; J. Owens, Dec 27096)

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left hand columns under the heading: "Weeks to Date." Last Week's chart shows if a record has had an unusually long run, or if its current position "last week" versus "last week" shows a sharp drop readers should buy with caution.

Unrationed fanfare!

SUGAR SWEET

and

"HARBOR LIGHTS"

Vocals by Tony Alemo and the Kaydets
Columbia 38963 or 7-inch LP 1-784

Played by

SAMMY KAYE

NOW Recording exclusively for

COLUMBIA RECORDS



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His First
Great
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FEATURE
IT NOW

The Billboard

MUSIC POPULARITY CHARTS

Rhythm & Blues Records

Based on reports received last three days of Week Ending September 1

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blues records.

POSITION	Weeks (Last 1 This to date/Week/Week)	Record	Label
5	3	1. BLUE LIGHT BOOGIE Parts I and III, L. Jordan	Decca 7812714 (4519-2714)
12	1	2. HARD LUCK BLUES.....R. Brown	Decca 3304-BMI
19	2	3. PINK CHAMPAGNE.....J. Liggins	Specialty 355-BMI
24	4	4. CUPID'S BOOGIE.....Little Esther	Savoy 750
15	9	5. WELL, OH WELL.....Tiny Bradshaw	King 4357-BMI
1	—	6. OCEVIN' BLUES.....J. Otis-Little Esther-M. Walker	Savoy 759
13	8	7. EVERYDAY I HAVE THE BLUES.....L. Fulson	Swingtime 216
10	5	8. MONA LISA....."King" Cole Trio	Capitol 355-BMI
3	10	9. BLUE SHADOWS.....L. Fulson	Swingtime 226
1	—	10. DREAMIN' BLUES.....J. Otis-M. Walker	Regent 3018

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks (Last 1 This to date/Week/Week)	Record	Label
10	1	1. MONA LISA....."King" Cole	Capitol 355-BMI
3	3	2. BLUE LIGHT BOOGIE (Parts I and III), L. Jordan	Decca 7812714 (4519-2714)
12	2	3. PINK CHAMPAGNE.....J. Liggins	Specialty 355-BMI
4	7	4. I'LL NEVER BE FREE.....P. Carey-B. Harris	Regal 355-BMI
15	5	5. WELL, OH WELL.....Tiny Bradshaw	King 4357-BMI
1	—	6. CUPID'S BOOGIE.....Little Esther	Savoy 750
6	—	7. HARD LUCK BLUES.....R. Brown	Decca 3304-BMI
5	6	8. BLUE SHADOWS.....L. Fulson	Swingtime 226
15	4	9. EVERYDAY I HAVE THE BLUES.....L. Fulson	Swingtime 216
6	10	10. GOOD MORNING, JUDGE.....Wynonie Harris	King 4378-BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

After Midnight—F. Washington's Quintet (What Makes You Feel That Way) Asa 1004
 Afternoon of a Dream—F. Washington's Quintet (You Thrill Me) Asa 1003
 All My Dreams—The Four Tones (Time Out) Asa 1257
 Around Four A.M.—Consolidated F. Washington Quintet (Bunker Hill) Asa 1005
 Blues Is Green—B. Green (La Vie) Jubilee 5032
 Bunker Hill Blues—Consolidated F. Washington Quintet (Around) Asa 1005
 I'd Rather Have You Under the Moon—Orleans (We're Supposed) Jubilee 5031

Jazz Vol. 1 Album (The South)—R. M. Gates, J. Brown, J. P. Johnson, D. Simon, M. Johnson, D. Reese—Leadbelly, S. Terry, B. McChes, S. Blackwell, B. Tucker (1-10") Follows (33FF-53)
 La Vie En Rose—B. Green (Blue Is) Jubilee 5032
 Time Out for Tears—S. Churchill-The Four Tones (All My) Asa 1257
 We're Supposed to Be Through—Orleans (I'd Rather) Jubilee 5031
 What Makes You Look So Good?—M. Paul (After Midnight) Asa 1004
 You Thrill Me—J. Medlin (Afternoon of Asa 1003)

RHYTHM & BLUES RECORD REVIEWS

ROY MILTON
Specialty 372

Sad Feeling

Milton sings a storm on the fine blues, with terrific combs support, highlighted by patent piano work.

Bartender's Boogie

Humorous novelty jingle, the done with sparkle and wit, is a slight import alongside of hip.

(Continued on page 123)

85--85--85--85

71--70--70--74

ROY BROWN

DOES IT AGAIN!

LONG ABOUT SUNDOWN

and

CADILLAC BABY

DeLuxe 3308

MAKES THREE (3) IN A ROW

DeLuxe 3306

DeLuxe 3304

DREAMING BLUES

HARD LUCK BLUES

LOVE DON'T LOVE NOBODY

NEW REBECCA

KING RECORDS

Going Strong

ARCHIBALD

On Imperial Record #5068

"Stack-A-Lee I & II"

FATS DOMINO

On Imperial Record #5058

"The Fat Man"

T-BONE WALKER

On Imperial Record #5094

"Evil Hearted Woman"

"Travelin' Blues"

Order Now From Your Nearest Distributor!

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SAD FEELING
ROY MILTON—Specialty 372

SATURDAY NITE BOOGIE
JIMMY LIGGINS—Specialty 374

Please Send Me Someone To Love
PERCY MAYFIELD—Specialty 375

Specialty records

another **HIT!** OF THE CENTURY



TENNESSEE ERNIE and THE STARLIGHTERS

Latest Release

BRIGHT LIGHTS and BLONDE HAired WOMEN

Backed with another Star Hit
"CINCINNATI DANCING PIG"
Capitol No. 1174 and F1174

"BRIGHT LIGHTS" Published by

CENTURY SONGS INC.

4527 Sunset Blvd.
Hollywood 27, Calif.
7932 Chicago Ave.
Chicago 17, Illinois



The Billboard MUSIC POPULARITY CHARTS PART VIII Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending September 1

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION

Weeks (Last 1 This to date)/Week/Week

5	1	1. GOODNIGHT, IRENER. Foley and E. Tubb.....	Dec70/46255; (45)9-46255-BMI
15	2	2. WHY DON'T YOU LOVE ME?H. Williams.....	Dec70/46255; MGM 10496-BMI
8	3	3. I'M MOVIN' ONHank Snow.....	Dec70/46255; (45)9-46255-BMI
9	5	4. CUDDLE BUGGIN' BABYE. Arnold.....	Dec70/46255; (45)9-46255-BMI
11	6	5. THROW YOUR LOVE MY WAYE. Tubb.....	Dec70/46255; (45)9-46255-BMI
8	7	6. ENCLOSED, ONE BROKEN HEARTE. Arnold.....	Dec70/46255; (45)9-46255-BMI
23	4	7. I'LL SAIL MY SHIP ALONEM. Mullican.....	Dec70/46255; King 830-BMI
3	8	8. MONA LISAM. Mullican.....	Dec70/46255; King 886-ASCAP
2	10	9. HILLSIDE FEVER NO. 2R. Foley and E. Tubb.....	Dec70/46255; (45)9-46255-BMI
1	—	10. CINCINNATI DANCING PIGR. Foley.....	Dec70/46255; (45)9-46255-BMI
4	—	10. GIVE ME A LITTLE OLD-FASHIONED 'ET. Tubb.....	Dec70/46255; (45)9-46255-BMI
—	—	LOVEDec70/46255; (45)9-46255-BMI	

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed as country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase country and Western records.

POSITION

Weeks (Last 1 This to date)/Week/Week

10	2	1. I'M MOVIN' ONH. Snow, V70121-0328; (45)9-46255-BMI
5	1	2. GOODNIGHT, IRENEE. Tubb and R. Foley.....
15	3	3. WHY DON'T YOU LOVE ME?H. Williams.....
11	4	4. CUDDLE BUGGIN' BABYE. Arnold.....
26	5	5. I'LL SAIL MY SHIP ALONEM. Mullican.....
12	6	6. THROW YOUR LOVE MY WAYE. Tubb.....
1	—	7. CINCINNATI DANCING PIGR. Foley.....
2	9	8. REMEMBER ME I'M THE ONE WHO LOVES YOUS. Hamblen, Col70/20714; (53)2-492-BMI
7	8	9. ENCLOSED, ONE BROKEN HEARTE. Arnold.....
1	—	10. GOODNIGHT, IRENEM. Mullican.....

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Alvin's You Afraid?—R. Hall (Turned My Bullet 712
Blue Canadian Rockies—C. Stone (Fly Cap 1367
Can't Get You Out of My Dreams—Vance Bros.
(Driftwood Blues) Mer 1244
Caulish Take a Look at That Woman—S. Burnett
(Jackson Mail) Cap 1365
Cincinnati Hit Parade—B. Franklin (That Old Abbey
15016
Church Bells Chime—R. Kirk (Never Been) Mer 6247
Cuddling Baby—J. Liny (I'm So) MGM 10771
Did I Forget To Tell You?—L. Payne (I Miss) Cap 1364
Glide Steel Rag—O. Whitney (I'm Goin') 4 Star 2532
Driftwood Blues—Vance Bros. (Can't Get May's) 1444
Fire Ball Mail—C. Stone (Blue Canadian) Cap 1367
Her Mind Is Gone—R. Byrd (Oh! Well) Mer 6104
He's My Hillbilly Crooner—P. White (You're Learned
4 Star 1409
I Can't Feel at Home in This World Anymore—H.
Thompson (When God) Cap 1365
I Miss That Girl—L. Payne (Old 1) Cap 1364
I Was Born To Be Gay—R. Onslow (Sunrise Serenade)
Hillbilly 71104
I'm Goin' To Love You—O. Whitney (Glide Steel) 4
Star 2532
I'm So Disappointed—J. Liny (Cuddling Baby) MGM 10771
Jackson Mail—S. Burnett (Caulish) Cap 1365
Lonesome—Johnnie & Jack (Pistol Love) V 21-0377
Never Been So Lonesome—R. Kirk (Church Bells) Mer
6274
Oh! Well—R. Byrd (Oh! Well) Mer 6104
Oklahoma Hittin'—E. Eaton (Texas Song) Dec 46262
Our U. S. Volunteers—Old Brother Charlie-Daily Mae
(Our United) Cap 705
Our United Nations Flag—Old Brother Charlie-D. Mae
(Our U. S.) Cap 705
Pistol Love—Johnnie & Jack (Lonesome) V 21-0377
Proud Papa Polka—C. Campbell (Serenade of V
21-0376
Serenade of the Winds—C. Campbell (Proud Papa)
V 21-0376
Sorrow Serenade—R. Denning (I Was) Hillbilly 71104
Texas Song, The—E. Eaton (Oklahoma Hills) Dec 46262
That Old Time Law—B. Franklin (Cincinnati) Hit
Album 15016
Those Three Little Words—B. Mason (Who's Right)
Cap 243
Turn My Picture to the Wall—R. Hall (Alvin's) You
Bill 712
When God Calls His Children Home—H. Thompson
(I Can't Get) Cap 1365
Who's Right, Who's Wrong?—B. Mason (Those Three)
Cap 243
You're Learned up on Your Law—P. White-J.
Jericho (He's) My 4 Star 1409

M-G-M Records Harvest of Hits!

- Elmo Tanner and His Dixielanders
"EV'RY TIME YOU TURN ME DOWN" MGM #10776
Hank Williams
- "THEY'LL NEVER TAKE HER LOVE FROM ME"
and MGM #10760
"WHY SHOULD WE TRY ANYMORE"
Rusty Gabbard
- "EULALIA" MGM #10759
- "WHAT CAN I LOSE BUT MY HEART" MGM #10753
Red River Dave
- "CHANGE PARTNERS" MGM #10773
Skeets Yaney
- "FEELIN' SORRY (WON'T MEND A BROKEN HEART)"
and MGM #10754
"YOU COUNT ALL MY MISTAKES"
Frank Porter
- "SHINE LITTLE LUMP OF COAL"
and
- "HOW BLACK IS BLACK!"



M-G-M

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701 SEVENTH AVE., NEW YORK 19, N.Y.

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
RATINGS
 (100 Point Maximum)
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are rated four ways: (1) overall (2) as to their value for disk jockeys, (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates a record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air production potential, 10; exploitation (record ad's promotion files, juke and other "play" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

**ARTIST
 LABEL AND NO.**

**TUNES
 COMMENT**

RATINGS
OVERALL
RETAILER
DISK JOCKEY
OPERATOR

POPULAR

KAY ARMEN
 (Anton Karas)
 London 740

I'm In The Middle of a Riddle

Waltz, with "Third Man Theme" melodic feel, is well sung by Miss Armen while Karas makes with his zither. Where the zither still has novelty hold, this may do okay.

71--73--70--70

Where Do I Go From You?

Pretty French ballad adaptation again is neatly warbled by Miss Armen the zither treatment doesn't enhance the wailing.

71--73--70--70

**DENISE DARCEL-
 STANLEY MELBA**
 London 757

Embrasse Moi

Miss Darcel, the husky French actress of "Battle-ground" film fame, turns out a sexy thrashy, intimate vocal of a French ballad. A pleasant novelty which should draw spinner action.

72--75--70--68

Dancing With You

An adaptation of a French ballad serves as the vehicle for another intimate Continental-styled effort by Miss Darcel, who comes off surprisingly well on wax.

72--75--70--68

Let's Do It Again

The old-fashioned novelty with the "Top Whacker Doo" twist is done in typically tasty Lombardo fashion.

80--80--80--80

Nola

Lombardo lets out his twin piano team for a buoy, bouncy reading of this ditty, which has been enjoying a revival via a Les Paul etching. Should prove a solid item especially with the Lombardo legion.

84--85--84--83

GUY LOMBARDO
 Decca 27176

**BING CROSBY-RUSS
 MORGAN ORK**
 Decca 27363

This Could Be Forever

Bing, in duet with Luauana Hogan, warbles an aside in dance time setting by Russ Morgan crew. A pretty side.

82--84--82--80

Helpless

Bing croons a new ballad of no extraordinary substance. Pleasant treatment with the usual tasty danceable orking by Morgan lends added potential to the dishing.

81--82--82--80

Pink Champagne

Slow beat treatment of this r & b hit spots vocal by Hampton and the four' vines. Late release should confirm this to Hamp's fans.

72--74--70--72

Well, Oh Well

Another r & b smash, this one via Tiny Bradshaw, is handled vocally by Sonny Parker. Hamp's crew cuts clean, loose capers and is well recorded. Late release won't help.

75--76--74--74

LIONEL HAMPTON
 Decca 27144

**HUCO WINTER-
 HALTER'S ORK &
 CHORUS**
 Victor 20-3493

Memories of You

Beautiful dishing of this standard, spotting choral reading of the not oft heard lyric. Big, rich sound enhanced by the recording.

83--85--83--81

Just An Echo in the Valley

Rich, tasteful effort to revive a pretty oldie spots Peter Hanley turning in a fine vocal with lovely choral aid. Could be a big winner.

86--86--86--86

JOHNNIE JOHNSTON
 MGM 10775

Hello

Novelty ballad of little import gets a stilted rendition from singer and gal vocal group.

60--60--60--60

After All These Years

Russ Cox does more for this fair ballad than does Johnston's uncertain-sounding voice.

65--65--65--65

ZIGGY ELMAN ORK
 MGM 10774

Just In Case We Have To Say Goodbye

Again

Virginia Masey does her best with this untidy bit of material as does the Elman crew. It doesn't help, tho.

67--66--66--70

The Touch of Your Lips

The Ray Noble tune gets a clean rendition from the ork with Larry Noble handling the vocal. A fair standard side.

69--72--68--68

**JIMMY DURANTE
 EDDIE JACKSON**
 MGM 20235

Bill Bailey, Won't You Please Come Home

Loud, brassy, unimpassioned and wonderful in this piece of material right out of the two-a-day. Only Lou Clayton missing from the former would act.

83--84--82--83

What You Goin' To Do When the Rent Comes 'Round?

Nostalgia on a platter. Only slightly less amusing than reverse.

78--80--78--75

Let's Do It Again

Newest of the piano rag-time novelties doesn't make proper material for Monica.

73--72--70--76

Nevertheless

The Kalamazoo standard from "Three Little Words" is more suited to the gal's style—and the result is more suited for solo and play material.

79--82--78--78

MONICA LEWIS
 MGM 10772



HIS GREAT TRUMPET...

HIS GREAT ORCHESTRA...

HIS GREAT M-G-M RECORDS



ZIGGY

ELMAN

plays

**JUST IN CASE WE HAVE TO SAY
 GOODBYE AGAIN**

and

THE TOUCH OF YOUR LIPS

M-G-M Non-Breakable 10774

**ELMAN STANDARDS
 MAKE YOUR 'ROUND HITS**

Ziggy's Current M-G-M Singles

THREE LITTLE WORDS • AND THE ANGELS SING

M-G-M 10047

YOU'RE MINE YOU • HUP-JE-DE-BEE

M-G-M 10243

I HADN'T ANYONE TILL YOU • BLUE PRELUDE

M-G-M 10686

I'LL GET BY • TAKE ME IN YOUR ARMS

M-G-M 10722

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT
 701 SEVENTH AVE. NEW YORK 19, N.Y.

(Continued on page 116)

The unusual Laine treatment heading
the old favorite to new popularity

FRANKIE LAINE'S

"MUSIC MAESTRO, PLEASE"

MERCURY 5458

45 RPM • 5458X45

Picked by DJ's, Ops and Dealers as a Winner!



NOW AVAILABLE BY POPULAR DEMAND

"GOD BLESS THE CHILD"

"DON'T CRY LITTLE CHILDREN"

MERCURY 5355

45 RPM • 5355X45



ONLY **Mercury** HAS THE HITS ON NON-BREAKABLE RECORDS

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The
Billboard

MUSIC POPULARITY CHARTS

PART
X

Record Possibilities

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

I'M FOREVER BLOWING BUBBLES.....Gordon Jenkins and Artie Shaw.....Decca 27186
Glimmered arrangement spotlighting Shaw's clarinet and Jenkins's bass-register, single-finger piano in duet at a bounce spiced by the full-blown and typical Jenkins choral-orch treatment sets up this dishing as a potent item.

IN MY ARMS.....Mach Miller Ork and Chorus.....Columbia 30964
Gay, earthy clang of a popular World War II product here it brought back with some modern touches by way of the grunts and groans of former Sgt. Frank Lesner, who also co-authored this ditty. The flip is an unusually lovely ballad, "Au Revoir...Again."

I NEED YOU SO.....Don Cornell With Hugo Winterhalter Ork.....Victor 20-3804
Cornell sells this tony Joe Hunter bluesy ballad strong all the way with a stable assist from an entrancing Winterhalter ork setting. Indications show this one to be a solid juke and spinout item.

ORANGE COLORED SKY.....King Cole Trio and Stan Kenton Ork.....Capitol 1184
Betty Hutton.....Victor 20-3908
A refreshing new rhythm novelty with a persuasive twist is headed a contrasting pair of real ones—the Cole-Kenton spots Nat's warbling and Kenton's blasting while Hutton does both the warbling and the blasting on her more personalized rendition.

THE DISK JOCKEYS' PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. CINCINNATI DANCING PIG.....Vic Damone.....Mercury 5477
2. HARBOR LIGHTS.....Sammy Kaye Ork.....Columbia 30963
3. CINCINNATI DANCING PIG.....Red Foley.....Decca 46261
4. I NEED YOU SO.....Don Cornell-Hugo Winterhalter Ork.....Victor 20-3804
5. NEVERTHELESS.....Ralph Flanagan Ork.....Victor 20-3904
6. HOME.....King Cole.....Capitol 1123
7. THERE WILL NEVER BE ANOTHER YOU.....Art Mooney Ork.....MGM 10765
8. MY SILENT LOVE.....Bill Snyder Ork.....Tamer 1462
9. THE BEER THAT I LEFT ON THE BAR.....Vaughn Monroe.....Victor 20-3808

THE RETAILERS' PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. THE RED WE WANT IS THE RED WE'VE GOT.....Ralph Flanagan Ork.....Victor 20-3904
2. CINCINNATI DANCING PIG.....Red Foley.....Decca 46261
3. MUSIC, MAESTRO, PLEASE.....Tony Martin.....Victor 20-3883
4. HOME.....King Cole.....Capitol 1123
5. OREAM A LITTLE OREAM OF ME.....Frankie Laine.....Mercury 5458
6. ALL MY LOVE.....Percy Faith Ork.....Columbia 30918
7. THE SHOW MUST GO ON.....Billy Eckstine.....MGM 10778
8. ALL MY LOVE.....Bing Crosby.....Decca 27317

THE OPERATORS' PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. CINCINNATI DANCING PIG.....Vic Damone.....Mercury 5477
2. I NEED YOU SO.....Don Cornell-Hugo Winterhalter Ork.....Victor 20-3804
3. ALL MY LOVE.....Bing Crosby.....Decca 27317
4. ALL MY LOVE.....Patil Page.....Mercury 5455
5. CAN ANYONE EXPLAIN?.....Al Morgan.....London 766
6. I LOVE THE GUY.....Tommy Dorsey.....Victor 20-3808
7. IF YOU SHOULD LEAVE ME.....Eddie Fisher-Hugo Winterhalter Ork.....Victor 20-3901
8. THE RED WE WANT IS THE RED WE'VE GOT.....Ralph Flanagan Ork.....Victor 20-3904
9. MY SILENT LOVE.....Jim August.....Mercury 5478

THE COUNTRY & WESTERN DISK JOCKEYS' PICK:


PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. CINCINNATI DANCING PIG.....Red Foley.....Decca 46261
2. THEY'LL NEVER TAKE HER LOVE FROM ME.....Hank Williams.....MGM 30760
3. I'LL NEVER BE FREE.....Tennessee Ernie-Kay Starr.....Capitol 1124
4. WHY SHOULD WE TRY ANYMORE?.....Hank Williams.....MGM 30760
5. I HURT INSIDE.....Olga Hewitt.....Tennessee Ernie-Kay Starr
6. TROUBLE THEN SATISFACTION....."T" Texas Tyler.....A Star 1514
7. G-I-R-L SPELLS TROUBLE.....Ernest Tubbs.....Decca 46257
8. WHAT THIS COUNTRY NEEDS.....Tennessee Ernie-Kay Starr.....Capitol 1129
9. BLUE CANADIAN ROCKIES.....Gene Autry.....Mercury 54906

MAIL IT NOW!

If you have not yet mailed this week's pop chart questionnaire, please do it now.

RECORD BIZ HEADACHES?




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The Billboard

MUSIC POPULARITY CHARTS

Part XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 70—FRED AHLERT

Unless someone in the know should identify Fred Ahlert for you, you'd never suspect he was a member of that coterie of songwriters who drop into Lindy's restaurant daily for cheese cake and coffee just as Addison, Steel and Samuel Johnson were drawn to London's famed Cheshire Cheese Tavern in the 17th Century for tankards of musty ale and churchward-pipefuls of Virginia tobacco.

For Fred Ahlert neither looks nor acts as songwriters are crowded into the movies and on the stage. Pastel-colored sport shirts and Countess Mara ties, which have replaced the diamond stickpins of a half century ago as the mark of a successful "moon and June" craftsman, have no place in his wardrobe. He prefers contract bridge to gin rummy and canasta and ignores the crowded Florida resorts for the peaceful serenity of the Poconos Mountains.

In fact, Fred Ahlert, who was born in New York September 19, 1892, has never completely stepped out of the role he chose to play early in life when, after graduating from the Townsend Harris High School, he enrolled in the College of the City of New York and studied torts and

pleading for three years at Fordham. He was interested in music at the time, having started piano lessons at the age of 14 when his teachers discovered he had the gift of absolute pitch, but his goal was definitely a legal career.

While still attending high school, Ahlert turned to popular music merely as an avocation, working for two summers with Ben Bernie as a musical team in an ice cream parlor for \$7 a week each, but later he found that Shakespeare was right—"there is a destiny that shapes our ends"—when he joined the staff of Waterson, Berlin & Snyder, where he specialized in making arrangements for Irving Aaronson's Commanders and wrote the first embellished scores for the Fred Waring Glee Club. Altho his first number was published in 1914 and he had a real hit six years later in *I'd Love To Fall Asleep and Wake Up in My Mammy's Arms*, he gave little serious thought to composing until 1928 when *I'll Get By* sold better than a million copies and convinced him that Tin Pan Alley offered him greater security than the law courts.

While his knowledge of Blackstone

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

was not responsible for the cycle of hits that followed—*Mean to Me*, *Walkin' My Baby Back Home*; *I Don't Know Why, I Just Do* and *Bing Crosby's* theme song, *Where the Night Meets the Gold of the Day*—legal training proved invaluable in his services to the American Society of Composers, Authors and Publishers. He served ASCAP first as a director and later as the president, an executive position that requires logical thinking and sound business judgment if the rights of its 2,000 members are to be protected and the controversies that arise both within and without the organization are to be amicably and fairly adjudicated.

During his administration as president, considered the most critical period in ASCAP history, Ahlert brought about the signing of the television contract after nine months of negotiation—an agreement that will add an estimated \$1,000,000 to the public performance royalties to be divided by songwriters at the close of the present year.

His Collaborators

Like Ahlert, Roy Turk, who collaborated on several of Ahlert's hits, found that destiny had in a common field far off their original course.

tended to follow. He abandoned the study of architecture at the College of the City of New York to enlist in the navy during World War I, and while in the service wrote special material for Nora Bayes, Sophie Tucker and Rex and White. After that, skyscrapers no longer interested him. He constructed lyrics instead.

Joe Young, who started his professional career as a card boy in a vaudeville house, then becoming a song plugger, also worked with Ahlert as a lyricist in addition to being closely allied with him in the shaping of ASCAP policy in his capacity as secretary of the organization.

The name of Sam Lewis also is linked with that of Ahlert on the cover of picture songs, becoming a song plugger, also worked with Ahlert as a lyricist in addition to being closely allied with him in the shaping of ASCAP policy in his capacity as secretary of the organization.

Four of a kind are Ahlert, Turk, Lewis and Young since each of them made a happy landing in a common field far off their original course.

FRED AHLERT'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Instrumental Number

1914—BEETS AND TURPS

With Cliff Hems. Mills Music, Inc.

Popular Songs

1920—*I'D LOVE TO FALL ASLEEP AND WAKE UP IN MY MAMMY'S ARMS*

Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.

YOU OUGHTA SEE MY BABY

Lyrics by Sam Lewis, Mills Music, Inc.

1924—*IN SHADOWLAND*

With Ruth Brooks. Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.

PUT AWAY A LITTLE SUNSHINE FOR A RAINY DAY

Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.

MAVBE SHE'LL WRITE ME (MAVBE SHE'LL PHONE)

With Ted Snyder and Roy Turk. Mills Music, Inc.

1927—*THERE'S A CRADLE IN CAROLINE*

Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.

1928—*I'LL GET BY (AS LONG AS I HAVE YOU)*

Lyrics by Roy Turk. Bourne, Inc.

(Available on the following records: Decca 43525, Andrew Sisters; Columbia 35926, Teddy Wilson orchestra; Victor 20-1941, Etta Jones and orchestra; Columbia 37994 in C-58, Eddie Howard orchestra; Capitol 20-130 in B-58, Paul Weston orchestra.)

1930—*WALKIN' MY BABY BACK HOME*

Lyrics by Roy Turk. Crawford Music Corp.

(Available on the following records: Decca 24391, Harry Richmond; Victor 20-2246, Page Cavanaugh Trio; Capitol 20-049 in B-23, Jo Stafford; Monogram 129, D. Martia.)

1931—*WHERE THE BLUE OF THE NIGHT MEETS THE GOLD OF THE DAY*

Lyrics by Roy Turk and Bing Crosby. Crawford Music Corp.

(Available on the following records: Decca 24200 in A-615, Bing Crosby; Decca 24057 in A-578, Bing Crosby; Decca 24057 in A-578, Bing Crosby.)

1931—*I DON'T KNOW WHY I JUST DO*

Lyrics by Roy Turk. Lew First, Inc.

(Available on the following records: Decca 23590 in A-660, Eddie Heywood orchestra; Decca 18899, Andrews Sisters; Victor 20-1840, Benny Dorsey orchestra; Columbia 36918, Frank Sinatra; Columbia 36588, Charles Thornhill orchestra; Capitol 20-062 in B-58, Benny Dorsey orchestra.)

1932—*I'M STILL WIFED TO A SWEET HEART WITH SUMMER COMING ON*

Lyrics by Roy Turk. Bourne, Inc.

(Available on the following records: Decca 23590 in A-660, Eddie Heywood orchestra; Decca 18899, Andrews Sisters; Victor 20-1840, Benny Dorsey orchestra; Columbia 36918, Frank Sinatra; Columbia 36588, Charles Thornhill orchestra; Capitol 20-062 in B-58, Benny Dorsey orchestra.)

1932—*I'LL NEVER ASK FOR MORE*

Lyrics by Roy Turk. Crawford Music Corp.

1928—*MEAN TO ME*

Lyrics by Roy Turk. Crawford Music Corp.

(Available on the following records: Decca 43525, Andrew Sisters; Columbia 35926, Teddy Wilson orchestra; Victor 20-1941, Etta Jones and orchestra; Columbia 37994 in C-58, Eddie Howard orchestra; Capitol 20-130 in B-58, Paul Weston orchestra.)

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1932—*I'M STILL WIFED TO A SWEET HEART WITH SUMMER COMING ON*

Lyrics by Roy Turk. Bourne, Inc.

(Available on the following records: Decca 23590 in A-660, Eddie Heywood orchestra; Decca 18899, Andrews Sisters; Victor 20-1840, Benny Dorsey orchestra; Columbia 36918, Frank Sinatra; Columbia 36588, Charles Thornhill orchestra; Capitol 20-062 in B-58, Benny Dorsey orchestra.)

1932—*I'LL NEVER ASK FOR MORE*

Lyrics by Roy Turk. Crawford Music Corp.

1934—*LOVELY*

Lyrics by Edgar Leslie. T. B. Harms Co.

1935—*I'M GONNA SET RIGHT DOWN AND WRITE MYSELF A LETTER*

Lyrics by Joe Young. Robbins Music Corp.

(Available on the following records: Decca 23595 in A-446, James P. Johnson, piano, with drums; Decca 40850, Slim Green and Robinson; Decca 24075 in A-1235, Rex Brandenberry orchestra; Capitol 20-141, Johnny Mercer.)

1935—*LIFE IS A SONG, LET'S SING IT TOGETHER*

Lyrics by Joe Young. Robbins Music Corp.

1935—*THE SWEET, PRETTY THING*

Lyrics by Joe Young. Shogren, Bernstein & Co., Inc.

1939—*MANY DREAMS GO UNFILLED*

Lyrics by Al Stillman. Crawford Music Corp.

(Available on the following records: Victor 26397, Hal Kemp; Decca 26085, Jan Savitz; Bluebird 12846, Arlie Shaw.)

1940—*WHERE DO YOU KEEP YOUR HEART?*

Lyrics by Al Stillman. Harms, Inc.

(Available on the following records: Victor 20-1747, Frank Sinatra with Tommy Dorsey orchestra; Columbia 35955, Will Bradley orchestra.)

1945—*IN THE MIDDLE OF MAY*

Lyrics by Al Stillman. Crawford Music Corp.

(Available on the Victor record 20-1747, Freddy Martin.)

Film Songs and Scores

1928—*MARIANNE*

An MGM picture in which Marion Davies made her film debut is a cast that included Lawrence Gray, Cliff Edwards, Benny Rubin and Oscar Shaw. Lyrics by Roy Turk. Crawford Music Corp.

1929—*I SEE MY SUGAR*

MARIANNE

1930—*HANG ON TO ME*

By Jesse Greer.

1931—*JUST YOU, JUST ME*

By Jesse Greer.

1932—*BLOODY*

By Nacio Herb Brown.

1933—*NAVY BLUES*

By Nacio Herb Brown.

As MGM picture with William Haines, Anita Page and J. C. Nugent. Lyrics by Roy Turk. Navy Blues.

1930—*FREE AND EASY*

An MGM picture with a cast that included Doris Keaton, Anita Page, Robert Montgomery and Irene Frierson. Lyrics by Roy Turk. The FREE AND EASY.

1945—*FAITHFUL IN MY FASHION*

An MGM picture with Frances Reed, Tom Drake, Edward Everett Horton and Spring Byington. Lyrics by Roy Turk. Leo Feist, Inc.

1945—*I DON'T KNOW WHY I JUST DO*

Lyrics by Roy Turk. Lew First, Inc.

Night Club Revue

1937—*BIVIERA FOLLIES*

Lyrics by Joe Young. Leo Feist, Inc.

IT'S THE SMILE THAT GETS THE GIRL YOU'LL GET A COLD IN YOUR TEETH I'M ALWAYS TAKING CHANCES I'M THE IMAGE OF YOU WHIP-PPOOR-WILL IN A WILLOW TREE I'M HOPPY, DARLING DANCING WITH YOU

Stage Musical

1940—*IT HAPPENED ON ICE*

First of the Centa Music Ice shows to be staged at the Santa Monica Hall, New York. Lyrics by Al Stillman. Robbins Music Corp.

WHAT'S ON THE PENNY? BETWEEN YOU AND ME AND THE LAMP POST

FREE—FREE—FREE

DISK JOCKEYS—COIN OPERATORS

Clip this coupon for the original.

"The Red We Want Is the Red We've Got (In the Old Red, White and Blue)"

The Delaware County String Band

RAINBOW RECORDING CORP.

767 10th Ave. New York, N. Y.

SONGWRITERS

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Will Present

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ARTHUR SCHWARTZ

MILTON AGER

CON COMRAD

BILLY ROSE

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ALIE WURBEL

Fair-Dealers To Fight Back

Survey Shows Infl.-Act Nix To Inflation

Private Brands To Decline?

WASHINGTON, Sept. 2. — Supporters of fair-trade laws are unleashing a counter-drive to an anticipated 1951 move for repeal of the Miller-Tydings Act, the national law which insures fair-traders under State law from violation of the anti-trust laws.

Congressional leaders this week received copies of a survey which indicated that fair-trade products resist inflation more than those not under fair-trade. The survey was conducted by one of the leading proponents of fair trade, the Bureau of Education on Fair Trade (BEFT), sponsored by the National Association of Retail Druggists (NARD).

In the present inflationary period, the argument is considered likely to have a strong appeal. Many congressmen who want to keep prices down without the necessity of slapping on over-all price controls.

A probable decline in the prominence of private brand radio and TV sets and electrical appliances as a result of shortages may also contribute to keeping the M-T Act in effect. Opponents of fair trade have frequently pointed to the private brands as heralding an impending crack-up in fair-trade markets (The Billboard, Sept. 1). Private brands, it is contended, are a direct result of fair-trade laws, the use of such brands to under-cut fair-trade. The BEFT also points out the small retailer, who is supposed to be the chief beneficiary of fair-trade laws.

Prospective shortages in consumer durables as a result of the Korean war are likely to check the spread of private brand merchandise, according to Commerce Department trade experts. They point out that price cuts, the chief selling point for such products, are unusual in a period when name brands are snapped up readily by the public.

To conduct its survey on price changes, BEFT contacted some 250 manufacturers, including radio-TV set makers, in order to assemble data on price changes since the outbreak of the Korean conflict. Of fair-traders who responded, 77 per cent say they have not raised prices and do not plan to unless forced by subsequent rises in materials and labor. The organization concluded from this response that "fair-trade prices will hold the line against inflationary pressure better than non-fair-trade prices; this should come as no surprise, since fair-trade prices in the past have demonstrated their stability."

AM-TV Set Sales Skyrocket 104%

WASHINGTON, Sept. 2. — Department store sales of radio and TV sets during the first half of 1950 were up 104 per cent over the same period last year. The Federal Reserve Bank (FRB) said this week. Sales of disks, sheet music and instruments, however, were off 4 per cent.

June sales of sets were up 60 per cent over June 1949, while sales of the musical items were down 1 per cent, according to the FRB report, which covered 229 of the nation's largest department stores.

Phono Jack Is Most Logical, Inexpensive Means To Build Dealer Sales, Says John Meck

By John Meck

President, John Meck Industries, Inc.
President, Scott Radio Laboratories, Inc.

CHICAGO, Sept. 2.—All the conjecture about what will happen to the television industry this winter leaves one segment of the industry apprehensive over its possible fate. Many television dealers are threatened with a decline in sales volume that could be disastrous if nothing is done.

If set production is curtailed in favor of military production, the efficient manufacturers won't suffer much. They will continue to produce and sell, either to the public or to the government. But the dealers, weaned away from their traditional emphasis on phonographs and records to television, will be left with little to sell.

It is most certainly in the manufacturers' interest to keep them in business, yet many manufacturers have overlooked the most logical and inexpensive means of helping dealers build sales—the phono jack in the TV set.

Profits in Plug-ins
The phono jack will give dealers an opportunity to enlarge their sales volume by expanding into multiple sales those television sets they are able to get and, thereby, making a profit on the sale of their accessories. The phono jack will give them an opening for the sale of plug-in phonographs. Plug-in phonograph sales give vendors of the major record, more record and phonograph accessory customers and to keep a steady flow of traffic moving into their stores.

Television manufacturers have been instrumental in changing the dealer's loyalties from his records and phonographs to television, so it's

up to the manufacturers to do what they can to offset the possibilities of great losses to these dealers, whom they will need later. Some manufacturers have recognized this, as well as the fact that the phono jack is a benefit to the manufacturer, too—it gives his set an added sales feature. But the majority of manufacturers are still ignoring the significance of the phono jack.

Added Inducement

They are ignoring also what it will mean to them in view of the rising prices of television sets. They may go up a lot more in the next few months. The prospective customer will learn that this winter when he goes in to buy his receiver. He will credit this increase in whole or in part to the rise in the cost of materials and labor. The phono jack in the Korean war. But he will still be unhappy about the price. If he can get something more from that television set than he have received last spring, he will feel better about it. The phono jack will give him something more. It won't make up in his mind for the increase of the set, but it will help somewhat to offset the effects of that increase.

These two points will be important to both the dealer and the manufacturer. In any market situation the phono jack would be important to the industry as a whole, but with the anticipated higher prices and curtailed production it becomes even more important.

Right now is the time for all television manufacturers to consider seriously what it means and to install them in their sets.

Color TV Foggy as FCC-CBS "Nod" Puts Mfrs. in Saddle

(Continued from page 3)

is a fundamental disagreement between the majority and myself," he stated. "I do not believe, as possible," he continued, "that fundamental disagreement between us is that I am not for color now. Whatever the protestations of the majority," he went on, "their action on this day is most certainly against color now."

Jones in his dissent stated pointedly that the industry is not being asked to adopt final standards for field sequential color, the majority has invented new hurdles for color to jump over. The old hurdles have been overcome.

"The majority promises that these hurdles will be canceled in 30 days if the industry does not build bracket standards into a substantial number of black and white television receivers produced hereafter," stated Jones. "Thus, the majority abandons its power to decide the color question on the merits—after it has found that field sequential color is superior and it lets the television industry decide whether we will have field sequential color 30 days from now or whether we will wait until January 1951, or perhaps throw the system out completely." This latter statement by Jones is viewed here as perhaps the clearest summation of the

entire FCC color document.

Further criticizing the majority conclusions, Jones asserted: "The FCC's decision to place more information on horizontal interlace is unnecessary if a substantial percentage of black and white receivers hereafter produced do not contain bracket standards. If they do, the majority again avoids finalization because, it says, it wants to know more about horizontal interlace. But it has found that the apparent definition of CBS color pictures is already satisfactory without horizontal interlace. So why wait?"

Jones declared he agreed with the majority "that we ought to propose the adoption of bracket standards" but he asserted he did not believe "that consideration of these standards should be permitted to delay a final color decision."

Complicating the picture is the upcoming TV allocations hearing which, the FCC announced yesterday (1), will start October 2. In addition to the FCC's new rules on new sets, if manufacturers agree to do so, it may become necessary to add other equipment for gearing TV sets to forthcoming UHF reception in cities where both UHF and VHF will be operating dually.

Worst yet, however, is the uncer-

5 More Firms Announce Rise In TV Set Price

NEW YORK, Sept. 2.—The TV price picture is now cloudier. Added this week to the list of set manufacturers who announced price increases are RCA Victor, DuMont, Crosley, Spartan and Sylvania. In almost every instance the increase will mean that the customer will pay from \$10 to \$20 more for the video set of his choice.

RCA prices were upped approximately 10 per cent across the board on the entire line; Sylvania sets were increased from \$10 to \$30; Crosley, within a few days of announcing its new line, increased lists from \$10 to \$20, and Spartan prices also rose from \$10 to \$20 per model. DuMont's per hike incorporated the 10 per cent raises previously announced on nine of the company's 17 receiver models.

Crosley Preems 24 New Video Models —No Phono Jacks

NEW YORK, Sept. 2.—Twenty-four new video sets were introduced to the public this week by Crosley. Prices on the new line, all equipped with a phono jack to help many dealers increase their sales or record playing attachments and phonograph records. Prices on the new Crosley receivers ranged from \$199.95 for a 12½-inch console to \$489.95 for a 17-inch, three-way combination in a 16-inch console at \$289.95 and a 3-inch console at \$419.95. Meanwhile, the company introduced 10 new radio sets. Prices ranged from \$19.95 for a plastic table model to an AM-FM table model for \$59.95.

Prices of other leaders in the line were a 16-inch table model at \$249.95, a 17-inch table model at \$279.95, a 16-inch console at \$289.95 and a 3-inch console at \$419.95. Meanwhile, the company introduced 10 new radio sets. Prices ranged from \$19.95 for a plastic table model to an AM-FM table model for \$59.95.

tainity befalling present black-white sets. While the FCC in its findings indicated that the presence of 1,000,000 sets of color television should not be a deterrent to issuance of standards on 405 lines, or to questing for horizontal interlace improvements or a color system better than CBS's, some individual commissioners are plainly troubled by the uncertain situation, according to their recorded remarks.

Miss Hennock's Views

Commissioner Frieda S. Hennock, who like Jones had advocated the CBS system, wrote a separate opinion agreeing with the majority on everything, but outlined a few major points.

Miss Hennock stated she could not agree that, in the event that bracket standards are adopted, a final determination to adopt an incompatible color system should be made. She said she is convinced that CBS's system is presently superior to any other that efforts should continue toward compatibility, and she declared that she therefore believes the date of any final decision be postponed until next June 30.

Commissioner Rosel Hyde frankly viewed the possibility of serious dislocation from the CBS system as a very real and final standard. "I am of the opinion that such dislocation and inconvenience as will necessarily be required to effect this transition of color system would be minimized by definitive action now."

"Such dislocation and inconvenience," he continued, "would be magnified by the uncertainty of action during the period of indecision, the length of which cannot be precisely determined at this time."

People, Products and Prices

New Notes on Manufacturers and Distributors

Emerson announced a consolidated net profit for the 39-week period ending August 5 of \$3,559,827, said to be an earnings record for the company. . . . Benjamin Olney retired from his post as director of research for Stromberg-Carlson last week after 30 years with the company. . . . Walter Osterman has been named division manager for Philco Pacific Mountain territory. Former division manager of the territory, Tom Kirby, is now in Philco's Pittsburgh office. . . . Mayflower Sales Company, St. Louis, has been named DuMont distributor for the Eastern Missouri and Illinois territory. . . . Capitol Radio is Farnsworth named Lewis W. Reynolds as regional manager for the Atlanta territory. . . . Sightmaster moved its New York office and showroom to New Rochelle, N. Y. . . . Robert L. Shaw has been named Radio-TV-appliance buyer for Harpo Osterman's department store, Grand Rapids, Mich. . . . Named last week to new positions with Main Line Cleveland, Cleveland, distributor for RCA Victor, were H. M. Williams as general sales manager, Merton M. Lee as sales manager and Paul W. Buchholz as advertising and sales promotion manager.

Dealers Receive More TV Sets With Tubes Missing

Additional TV manufacturers were reported last week to be shipping video sets to retail outlets lacking in some receiving tubes. West Coast dealers reported receiving Capehart sets minus one tube, while Eastern retailers reported that both Philco and Motorola distributors were shipping new model sets with tube missing. DuMont dealers were previously asked to accept shipments of sets minus three receiving tubes.

Baltimore Dealer Wins First Prize in DuMont Contest

Winners of the DuMont TV dealer promotional contest were announced last week by Walter L. Stickle, national sales manager of the company. Winner of the first prize, a 1950 Cadillac, was Milton Rubinsky, president, Television Company of Maryland, Baltimore. Second prize winner, presented with a 1950 Plymouth, was Howard S. Merrill, Television Theaters, Inc., Long Beach, Calif. Third prize, a \$500 Savings Bond, went to Byron Shaw, Brookfield Radio & Appliance Service, Brookfield, Ill.

Steelman's Move to New Plant Will Double Space

Steelman Radio & Phonograph Company, New York, last week started to move into a new plant in Mount Vernon, N. Y., which would double the production space of the company. The company's present plant in New York City will continue to be operated, according to Jerry Herald, Steelman vice-president. The company's recently acquired facilities will give the firm five additional production lines, capable of turning out 1,250 photographs a day.

U. S. Mulls Adding TV to Global Trade Tariff Lists

State Department is considering adding TV equipment to the list of items on which tariff cuts will be asked at the upcoming reciprocal trade agreements conference slated for late this month at Torquay, England. The agency agreed to consider TV equipment after receiving request that this week from the Radio-Television Manufacturers' Association (RTMA) that Cuba be persuaded to cut duties in exchange for tariff concessions previously made on Cuban products.

RTMA Names Three Committee Chiefs

Heads of three committees of Radio-Television Manufacturers' Association (RTMA) were named last week. Appointed chairman of a new committee to supervise market research studies was W. H. Rinkenschach, Capehart-Farnsworth Corporation. J. J. Kahn, Standard Transformer Corporation, was reappointed chairman of the membership committee, while Leslie Woods, Raytheon Manufacturing Company, received a reappointment as vice chairman of the industrial relations committee.

Telecon's 12-Tube Chassis Has 16, 19-Inch Pic Power

A 12-tube TV chassis said to be sufficiently powerful for 16 and 19-inch picture tubes was introduced last week by Telecon Company, New York. Containing 54 vacuum tubes, including a 6E6 pentode and a printed tuner, the new chassis will be first marketed by a new TV manufacturing firm and sold under the Air Marshall label. William Rieck, Telecon exec who will be in charge of sales for the new company, disclosed that the first sets would be a 17-inch table model and two consoles and two 19-inch console models. Prices for the receivers have not been set, but it is reported that they will be lower than similar sized sets now on the market.

Videodex Offers National TV Audience Service Monthly

Videodex, published by Jay & Graham, Chicago, is offering a national TV audience service each month, designed to meet extension of the coaxial cable westward and to the south, via individual cable-market ratings, plus a 62-market supplement report. The new national ratings will treat non-cable markets on a composite basis, providing advertisers, agencies, and stations with a total U. S. audience index for their programs. The report will include info on sets in use; ratings; share of audience of men, women and children per set. Rating information on sustainer, which will be included in the report, may be obtained within nine days after the survey, and will cover the full telecasting radius of urban, suburban and rural areas of the market.

AMC To Intro New TV Table With AM-Player Built In

Member stores of the Merchandising Corporation (AMC) buying syndicate will shortly introduce a private label TV table which contains an AM radio and a three-speed Webster-Chicago record changer. Made to sell in the \$89.95 to \$99.95 price range, the table is reported to be marketed by or AMC by American Radio & Television in North Little Rock, Ark. The table will hold any table model TV set up to the 19-inch tube size and will be sold in the mahogany finish only.

House Bill Cracks Down On Red Infiltration; Senate May Clarify Some Provisos

(Continued from page 4)

longing to an organization on the attorney general's "subversive list."

In providing for surveillance of defense plants, the bill goes even further than the original Mundt-Nixon-Ferguson-Johnston Bill, and far beyond President Truman's recommended legislation for cracking down on Communist infiltration.

Control Board

Kept intact in the bill are provisions for administrative machinery, as proposed in the original Mundt-Nixon-Ferguson-Johnston Bill, for regulating exposure and labeling of subversives. The bill creates a subversive activities control board, composed of five members appointed by the President, with Senate confirmation, to determine "whether any organization is a 'Communist-action organization.'" Organizations on the board's list are required to register with the attorney general and submit annual reports, listing members and accounting for all money received and spent.

Any person who becomes a member of a subversive-list organization 30 days subsequent to registration of the outfit with the attorney general's office, is required to make individual registration with the attorney general. In other words, according to proponents of the legislation, any innocently duped person who happened to be a member prior to registration is given a chance to withdraw and stop paying dues after he learns that the organization is on the subversive list. Foes of the legislation point out that this defeats the purpose, inasmuch as it would force Communists underground. However, supporters of the legislation argue that the underground already exists and insist that the proposed bill would at least serve the purpose of discouraging growth of Communist-front groups, as well as cutting off a source of Communist funds from among "duped innocents" in the "liberal" ranks.

106 Fine and Jail

Persons violating the act thru false statements or thru concealment would be, upon conviction, subject to a maximum fine of \$10,000 or imprisonment of up to five years, or both. Each false statement would constitute a separate offense.

Any organization on the attorney general's list would be required to identify itself on any radio broadcast or telecast by announcing on the air: "The following program is sponsored by a Communist organization."

The bill defines "Communist action" organizations as "substantially directed, dominated or controlled by the foreign government or foreign organization controlling the world Communist movement" and "operated primarily to advance the objectives of such world Communist movement." The term, "Communist front" organization, is defined by the bill to mean any group which is "substantially directed, dominated, or controlled by a Communist action organization" and "is primarily operated for the purpose of giving aid and support to a Communist action organization, a Communist foreign government, or the World Communist movement."

The bill which passed the House bears the sponsorship of Chairman John S. Wood (D., Ga.), of the House

Un-American Activities Committee, as a courtesy by the sponsors of the Mundt-Nixon-Ferguson-Johnston Bill. It is assumed that all organizations already on the attorney general's "subversive list" (the list was published in the September 2 issue of *The Billboard*) will become "charter members" of the newly created subversive control board's list if the bill is enacted into law.

The legislation, which was subjected to several hours' debate before the House on Tuesday, faces even a stormier session in the Senate, where at least four other alternate proposals on the subject are ready for floor action. The House-passed bill is being criticized in some quarters as having been written in language too broad for anything but cumbersome administration, and it is certain that a number of clarifying amendments will be aimed at it in the Senate.

2,612,000 TV Sets Shipped by Mid-'50

WASHINGTON, Sept. 2.—The TV manufacturing industry shipped 3,612,000 sets to dealers in 48 States and Washington during the first half of 1950, the Radio-Television Manufacturers' Association (RTMA) estimated last week. The estimate includes shipments by both members and non-members of the trade group. The industry estimate for the first six months of the year showed a total of 3,114,000 sets. The difference of 500,000 sets represents manufacturers' and distributors' inventories and sets in transit, RTMA said.

Top demand city in the country was Chicago, which took 188,215 sets. Los Angeles was second with 186,292 sets, while New York City, New York, Manhattan trailed with 106,985 and 103,310 sets, respectively.

Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination sets with phono jacks and record changers are not listed because of space limitations.

Andrew
Dayton
Mayfield, Sutton and Norwalk models.
Arvin
All sets.
Bendix
All sets.
Capehart
All sets.
DuMont
All sets.
General Electric
Models 19C-100, 19C-106 and 24C-181.
Hollivettes
All sets.
Hoffman
All sets.
Industrial Television
All sets.
Mack
Models XQR, XTR and XSTR.
All sets.
RCA Victor
All sets.
Scott
All sets.
Stromberg-Carlson
All sets.
Trio King
All sets.
Westinghouse
Ardley model.

As the fall and winter social season approaches, it is estimated that the local orchestra leaders have more than \$100,000 in private affairs bookings. Such party and wedding work represents the bulk of local music employment opportunities, but if the war threat continues or gets worse, it will knock the pins from under the local orchestra leaders.

Flash Rules N.Y. Bistros, Fall Preems

Yanks in Act, Too

NEW YORK, Sept. 2.—Local cafes are keeping their fingers crossed and yelling like crazy, hoping the Yanks come in with the pennant and tangle with the Phillies for the World Series. They figure that if these two teams mix it up the title, there'll be about \$15,000,000 spent in New York, and it will find its way into the nitty gritty.

Some of the boys at Toots Shor's are even talking about getting together and picking up all the food checks of the Yanks so they won't have to worry about their meals when they're playing home territory.

In the meantime, the cafe season is starting in full swing. With Labor Day marking the tee-off, The Copa will have Joe E. Lewis and Carol Bruce. The Versailles will begin it with Edith Piaf. The Blue Angel will reopen with Meg Mundy, the Weavers, Tony and Eddie, Eddie and Rack, the Ruban Bleu will get into it with Mike Brown, Shiri Coronado and the Deuces Wild. The Latin Quarter's official fall season will start with Sophie Tucker's date about September 25 but, preceding her, the spot will have Harrison and Fisher, Roger Ray and Napoleon Reed.

The Riviera will keep Billy Daniels on, to it will add a new comic to balance the bill. The hotels are already warming up their show rooms, the some of them also hope the World Series gets here for more practical reasons.

The Waldorf will have Vaughn Monroe right after Labor Day. The Plaza, with its new decor will have, Jane Froman. The Pierre is still in the dickering stage, tho it will probably also come with a new act for a flash opening. However, the Pierre, with its low show budget, doesn't compete with the Hilton chain.

The Savoy-Plaza is playing around with ideas and may also come up with a low-budget show, tho so far its ideas are merely that ideas.

Out-of-town spots are also keeping up with the passing of Labor Day. Some of them have upped their budgets by a couple of hundred, and newly appointed bookers are making the rounds of major talent offices to line shows.

All in all, the cafe boys are cheerful about the rest of 1950. They just hope that all the indications they claim to see will materialize, and everybody will make a buck.

Green To Book China Doll Excl.

NEW YORK, Sept. 2.—The Leonard Green Agency will be the exclusive booker for the China Doll when it re-opens for the season shortly after Labor Day. Tom Ball will continue as the manager.

The new policy of the club will call for an all-Chinese line, the Lee Mortimer, whose name was formerly tacked onto the line, will be dropped. The rest of the show will be non-Oriental and will call for a name comic, a singer and a dance act. Tho the budget hasn't been determined, Green said he intends to use names just under the top ones available.

AGVA Red, White, Blue at 4A's

Daniel Forming Club Terp Show

HOLLYWOOD, Sept. 2.—Billy Daniel, former 20th Century-Fox dance director (Wabash Avenue, My Blue Heaven), is building a dance revue for nitty bookings by General Artists Corporation (GAC). Agency's Henry Miller has already booked the package into San Francisco's Fairmont Hotel, September 12, and the Los Angeles Coconut Grove, October 10. June Hutton will be featured with the show at the Fairmont and Jack Smith will share the Grove's billing. GAC asks \$3,500 for the revue.

Package includes Daniel, line of nine girls, male vocalists—featuring through plus featured act. Show will be tagged Billy Daniel and the Kathryn Duffy Donations. Miss Duffy (wife of Hal Braides, entertainment director of Las Vegas's Thunderbird) is furnishing Daniel with dancers from her Thunderbird line. Revue is split in three parts: production number from Wabash Avenue, featured act (Miss Hutton or Jack Smith) and a salute to George M. Cohan.

Hvd. Canteen Buys Florentine Niterly

HOLLYWOOD, Sept. 2.—Hollywood Canteen is buying Florentine Gardens, shuttered Hollywood Boulevard night spot, as site of its future operation. The committee, headed by actress Bette Davis and Music Corporation of America Board Chairman Jules Stein, has placed money in escrow for the 1,000-seat niterly, it

Det. Prewar Boom In Industry Starts Shoubiz Perking

DETROIT, Sept. 2.—Unfamiliar signs of optimism are currently apparent among local bookers in sharp contrast to the general depression that prevailed last spring. Anticipation of a return of prewar boom conditions is a result of increased armament production in this industrial era is probably a basic factor, altho it has not reached very significant proportions to date.

Typical was the current sale of the Club Casanova, one of the few downtown spots which still has a floor-show policy, to an experienced booking agent, John Anthony, for several years with the Amusement Booking Service. Anthony has taken over the spot from Sam Chiados, who is expected to return to assist his brother, Mickey Chiados, in operation of the Club Gay Haven in suburban Dearborn, Mich.

The Detroit amusement situation looks good in contrast to other areas; according to Howard Bruce, who recently returned to rejoin the Amusement Booking Service here after four years on the West Coast. Bruce surveyed various cities before relocating here, and decided Detroit looked good enough to justify the return.

was learned by The Billboard, but spokesmen for the org confirming the reasons for the new div. of the Property is owned by Los Angeles Times publisher Norman Chandler.

Canteen group said it is ready to open its doors upon notice from Washington.

Toronto Ops Hit New Snags In Hassle With Musicians

NEW YORK, Sept. 2.—A razzle-dazzle involving acts and bands has practically stopped all showbiz in Toronto, according to talent bookers and cafe men operating in that area.

For the past 10 years or more Toronto had a stringent liquor law that forbade selling of drinks for on the premises consumption. About six months ago the law was amended, and as a result four spots, the King Edward, the King George, Club Norman and Barclay opened and used acts and bands.

In addition to these, a lot of cocktail lounges opened, each using one or more musical acts.

During the summer the larger rooms closed and then started to proceed to plan for the fall openings and that's when the headaches began. It started at the Club Norman. The spot, booked by Dick Henry of the Morris office, had acts and music set when it was notified by the Toronto musician's union that in order to reopen with music, it would have to pay musicians for the time they were laid off. They also asked for a contract that would guarantee them 52 weeks' work. A hassle developed, and the Club Norman's band was pulled out by the union. The club thereupon hired a non-union band and the acts, members

of the American Guild of Variety Artists (AGVA), were pulled out by the Toronto AGVA man. The club then hired non-AGVA acts and subsequently a picket line was thrown around the room.

Prince George Shuts

The Prince George had a show set to start August 25. When the rubarbar between the club and musicians developed, the room canceled the show and is now dark.

The Barclay is the only major club still operating in Toronto. Its contract with the musicians' union is up in a few weeks, and insiders say it will not renew under the new

New York AGVA and American Federation of Musicians (AFM) toppers said they were mystified by the whole thing. AGVA's Henry T. Dunn said the Toronto AGVA man had no authority to pull a show without notifying the main office. AFM's said they were waiting to hear from Toronto, but added that latter had local autonomy.

Meanwhile, all New York percenters who had shows set for Toronto have been advised to hold off. Where contracts have been issued a playing or pay provision may add to the confusion. So far nobody has invoked the clause.

Legion Show Decision Has 'Em in Stew

Agents Face Problems

NEW YORK, Sept. 2.—The decision of the Associated Actors and Artists of America (Four A's) to give the jurisdiction of the American Legion show Red, White and Blue to Equity rather than to the American Guild of Variety Artists (AGVA) will set off a series of problems that will have agents wincing from here on in.

According to the format of the show there will be several lines, choral groups and specialty acts. Based on all precedent the format makes it a variety show and as such AGVA laid claim to jurisdiction. Equity, however, stole a march on AGVA by walking in and signed with the producers and thereby assumed jurisdiction. With fire in its eye AGVA charged into the Four A's and claimed it was crossed, according to insiders.

A series of meetings of the Four A's were held presided over by Paul Dullizell. In one of the confabs it took place Equity was going to be bold off and informed sources said its spokesman flatly said if such were the case, it (Equity) would not only refuse to be used in the show but would walk out of the Four A's. Meeting was adjourned to Friday (25). On that day charges and counter-charges again flew hot and heavy. AGVA held its ground and Dullizell made a plea for peace and harmony tho at the same time asking AGVA to renounce its claims.

Final meeting was held Monday (28). In the meantime insiders said, there was a lot of pressure brought to bear on those who sided with AGV and at the last minute AGVA gave up its claim.

The problem is that many of the acts who were hired for the show are basically variety performers, e.g., the Sponys, the Nonchalants, Larry Storch, Joe Jackson Jr., etc., who have regulation 10 per cent deals ruled by their agents. Under Equity more than 5 per cent commission and no Equity member may be booked by a non-Equity franchised agent. Some of the agents involved are Equity franchised but some are not. But in any event the 5 per cent rule (See Red, White, Blue on page 59)

Nick Costantino Niterly Op Again

PITTSBURGH, Sept. 2.—Nick Costantino, former owner of the Merry-Go-Round in Youngstown, Pa., will take another fling at niterly operation this month when he opens the Blue Crystal in suburban Girard, a town about four miles from his old club.

Costantino is now in New York lining up talent and proposes to use a name policy on the new show. The new club will seat a little over 300.

It's TAB

... and it will get around

FASTER

beginning NOVEMBER 4

Paramount, New York

(Wednesday, August 30)

Capacity, 3,654. Price policy, 55 cents-1.50. Five shows daily. Chain booker, Harry Levine. Band played by the Carmen Cavaliero orchestra.

With a Bob Hope pic, *Pancy Pans*, on screen and a show with equal balance between comedy, dancing and singing on stage, the bill should do big biz for its run.

The bit of the *Fresher* was brunet Jean Carroll with a combo of new and old material which she socked across with the speed of a solid performer. The girl never waited for laughs—the hit 'em, then went right on into the next bit or line, setting each up skillfully for big yocks. The only fault with the act was that its running time was too short. The comedienne practically stopped the show, but with the house running five and six shows daily everybody had his time cut.

Alan Dale in his first Stem theater date went all out for production. He uses a mixed singing quartet plus a conductor to back him and registered quite handsomely. The boy's major mistake was his too much attempt to win the bobby-sox applause, an effort which often made for embarrassment. As a singer, Dale showed plenty of pipe-appeal. (See Paramount, N. Y., on page 38)

JUDY CALOVA



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VAUDEVILLE REVIEWS

Palace, New York

(Thursday, August 31)

Capacity, 1,700. Price policy, 50 cents-1.25. Four shows daily: five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Brink. Show played by the Dan Albertson house orchestra.

A healthy mixture of new acts, standard tunes and vaudevillians of the "good old days" make up the fast-moving bill this week that's a real crowd-pleaser. The usual set of acts get a big assist from the lighting and staging.

Show opened to a quick start with the fresh, young dance team, Bud and Cree Robinson. The kids' act, coming from their boisterous, confident and demure. Best bits were their jitterbugging, black bottom and Charleston. They wound up with a rousing waltz to the strains of "The Continental."

Previously caught at the Music Hall, Bernie George belted down the No. 2 position with his sound effects and impersonations of people. Tho there is little sight value in the act, the audience was apparently pleased with his ability to make like an airplane, fight crowd or radio static.

Ralph and Lorraine, music comedy dance team, did a big number, the mechanical doll, acro and novelty dance offerings. They worked fast and well to get the show back into good gear.

The comedy acts worked back to back in the four and five spots, with Fanny and Kitty Watson, back for their third shot in little over a year, running thru their routines for a few gawks and a nice hand. John (Spider Bruce) Mason delivered his blackface revival meeting routine and drew a fair amount of yocks. Assisted by Vivian Harris and Charley Ray, Mason could have done better by paying closer attention to diction and music technique. Too many lines were cut, tho the slightly blue bits drew plenty of laughs.

Jack-Jill Okay

Four Jacks and a Jill impressed with their vocal ability and stage presence, but the gal, ex-Benny Goodman chair, Terry Showa, spoiled the youthful appearance of the group with an over-chic, short hair-bob and too-sweet gown. The quintet almost lost the audience with a ballad that was either original or little-heard, but came back okay with an up-tempo Margie.

Next to closing went to Wally Veron, working with Ginger Sherry, a good-looking, shapely blonde. The screen actor is making his first New York appearance in seven years, and came in with a well-written act and original songs that the apparent needed more rehearsal, judging from mised cues. Playing heavily on nostalgia with references to oldtimers and his former two-day-a-week "Vernon had 'em right from the start. His patter and soft-shoe hoofing was well-timed and drew plenty of laughs. The routine built around teaching the blonde how to do a burly strip sent him off with a solid milt.

The Lavernes, closed the bill with their rough Apache act which has been a crowd pleaser time and again. Here, too, the staging and lighting were first class.

Pic, Cariboo Trail. Joe Martin.

Capital, New York

(Thursday, August 31)

Capacity, 4,627. Price policy, 55 cents-1.50. Four shows daily: five week-nights. *Lower's chain booker, Dan Friendly. Producer, Dave Brink. Show played by the Dan Albertson house orchestra.*

New bill has a lot of comedy tho much of it is accidental. Noro Morales's mangling of the English language when he brings on the acts or intones his own numbers are funnier than if he had a written routine. In one bit he had the band do a series of theme songs of various name acts in rapid tempo, and Morales himself segued into a caterwauling take-off of Vaughn Monroe's *Racing With the Moon*. The result almost fractured them; even the band, who rehearsed and is accustomed to the number, broke up. The Morales band (17) is a solid aggregation. Its Latin bouncers were infectious and, despite some difficulties, cut the show in good enough fashion.

First out was the Latin dance team, Horacio and Lana, in a series of contortions to rumba beats for good hands. Kids were well dressed and made good impressions. The Three Brothers came next with their heart-stoppingly simple but complete the physical handicap of one of the lads (noticeable only to insiders) the lads did outstanding tricks, building and dancing into the three and four-chair balance act—bottles. Final trick was a flying one and a half-over to a band-to-hand catch in a prone position for solid applause and gasps. Hal LeRoy, the perennial juvenile, is better today than ever. His gawky hootology, graceful and on-the-beat, was wonderful to watch. Boy did most of his stuff to the rhythm section, getting rapt attention all the way. He was forced into a beg-off which he filled with a graceful speech.

Rosita Serrano proved herself a fine entertainer and a good comedienne. Tho the language, mostly Spanish, was unfamiliar to some portions of the house, her acting bits were not. Gal sang well, opening with a novelty and went into a low somber and a nice hand. Her presentation almost stopped the show.

Phil Foster, the only non-Latin (with exception of LeRoy) on the bill, was swayed by Foster's bellowing delivery of his standard *Old Gang of Mine*, with its nostalgia, drew big yocks. His baseball routine was another good one. He wound up to heavy mits, yells, whistles and yocks.

Pic, Summer Stock. Bill Smith.

Roxy, New York

(Friday, September 1, 1950)

Capacity, 4,000. Price policy, 50 cents to 1.75. Four shows daily. House booker, Sam Rauch.

The current two-week engagement of the 10-piece New York Philharmonic Symphony Orchestra could well represent one of the most radical departures in the history of the Roxy. Obviously, few houses can stage an aggregation of this size, let alone pay the tab.

Program-wise and showman-wise, conductor Dimitri Mitropoulos, an acetic-looker, gets with a certain dignity, is making no concessions to the so-called popular tastes. His program skeddied to change twice weekly, is a solid notch above the usual pop concert line-up, but nothing appeared too formidable for the enthusiastic audience. Spontaneous applause between movements of Prokofiev's *Classical Symphony* indicated that this was not a trained audience of habitual concert-goers. They took the music straight without special staging or lighting. The conductor himself kept the acrobatics down to zero. In fact, the only difference between this show and Carnegie Hall concert (aside from the house's, popular prices and more comfortable seats) was the appearance of a narrator who gave a brief history of the

Strand, New York

(Friday, September 1)

Capacity, 2,780. Price range, 55 cents-1.75. Five shows, week-nights; four daily. Warner Bros. chain booker, Harry Mayer. Show played by house band.

Every performer dreams of working to a house that yocks it up for even straight singing, gives good mits, and derides applause and even mediocre performances and is generally enthusiastic about everything that happens onstage. It was just such an audience that sat out front at the show caught.

Florian Zabach opened with his now standard fiddling, *Old Canary*, to yells and whistles. This time Zabach does a couple of magic tricks. They need more rehearsals, but the crowd loved it and him.

The set show teed off with Anthony, Allyn and Hodges in their adagio-contorted, one-act dance routine. The act looked good as always and finished to big mits and bellies.

Patrice Wymore, wearing a brown job that must set her back a week's salary, came on to a solid milt and went into a couple of songs. If singing isn't one of her talents, she made it up by forgetting it into her boofing routines. She might drop her annoying squeals and cute-bell mannerisms, but outside of that she worked well, and the mob loved her. A drum challenge bit got her off in fine style to bring on Alan Carney.

Carney Slays 'Em

Carney got bowls for just his walk-on. In fact, the mob was so ready to laugh that even his straight lines got them. And when he went into his standard act, take-offs and soap box orators, etc., the noise was deafening. When he finished, he practically tied the show into a knot.

Gordon MacRae came on next to squeals and shrieks from kids who probably were there all day. Since he first caught the eye as a young singer, MacRae has acquired a wealth of assurance. He did many other things than singing, tho he did the latter in fine fashion. He did some better, and even some bad, and wound up in an afterpiece with Pat Wymore and Zabach for terrific mits. As the stage came down, MacRae did a little more. The lad teed off with *Somebody Loves Me*, followed by a novelty *Love 'Em All*, *Song of the Vagabonds* and then went into *You Oughta Be in Pictures*, using a band mirror to hit reflected light on people in the audience. The mirror bit has always been good, no matter who does it, but MacRae will have to do it a lot better to get the most out of it.

Incidentally, MacRae is co-starred in the flicker *Ten for Two*, the screen feature. Pat Wymore, also featured in the same flicker.

Bill Smith.

ork as an introduction. The ork's presence was justified as a pitch to bring in the new show, but the longhair m'sickers and the masses.

Soprano Eileen Farrell, of CBS air re-nov and RCA Victor disks, made a brief appearance singing *One Fine Day*, by Rodgers and Hammerstein. *The Last Rose of Summer*. The public's preference for vocal artists was evidenced when her solo rendition of the former was enthusiastically received. The latter, tho of the entire show. The latter, tho less spectacular, was executed with beautiful, suave quality. The audience was particularly pleased when the maestro kissed the lady's hand.

Opener o the bill was Wagner's overture to *The Mastersingers*. De Falla's dances from ballet, *The Three-Cornered Hat*, closed the show to a heavy ovation.

Some more colorful selections are listed for the forthcoming programs. These include the *Bartered Bride* by Smetana, *Tomorrow's Children*, *Koczy March* and Tchaikowsky selections.

Pic, *The Black Rose*. Bill Smith.

RALPH AND LORRAINE

THANKS, DAN FRIENDLY
PALACE THEATRE
New York
Aug. 31-Sept. 6

"Ralph and Lorraine, they are, to put it mildly, the most sensational act I have ever seen in the country." —Joe Martin, Daily Mirror, N. Y.
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"About the Andrews Sisters—brother, they're great!" —Herb Coen
"The girls put on a terrific show."

—Ivan Paul

SAN FRANCISCO NEWS

"The Andrews Sisters' opening brought out the biggest crowd the Venetian Room has colored to. They're show stoppers."

—My Porter

"Easy to see why they're tops in American popular music."

—Jack Rosenbaum

SAN FRANCISCO CHRONICLE

"The Andrews Sisters are more popular than dollar bills."

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"A show the likes of which this village hasn't seen in years and years."

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ABC - "THE ANN HOLDEN HOUR"

"The act has a fresh, new, young impact bubbling with originality and spontaneity. They are not only the nation's top singing trio but tops as comedians and all around entertainers."

—Ann Holden

Fairmont Hotel
San Francisco

EXECUTIVE OFFICE

Mr. Lou Levy
1537 No. Vine
Hollywood 28, California

August 15, 1950

Dear Lou:

Since you were good enough to favor the Fairmont with the supper club debut of the Andrews Sisters, it gives me pleasure to report that from the opening night they have done the greatest business of any attraction ever presented in the history of the Fairmont Hotel.

The impressiveness of this record is best indicated by the fact that we have made it a policy to prevent in the Venetian Room only the leading cafe attractions in the country, and the girls have packed the room for two weeks a night even on what are ordinarily our weakest nights of the week. Their reception by the press and public of San Francisco should be a source of pride to them and gratification to you, as it is to the Fairmont management.

Congratulations on the presentation of this great trio in an engagement which proves beyond any doubt their appeal for sophisticated audiences as well as the theater, radio and record audiences with which they are continually establishing new levels of popularity.

With warmest regards to you, Maxene, Patty, and LaVerna.

Sincerely,

Benj. H. Swig

Benj. H. Swig
President

TRADE

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WEEKLY VARIETY

"Stick comedies... a solid hit!"

BILLBOARD

"Andrews Sisters crack \$ record in coast hotel supper club bowl"

Back on the air! 4th consecutive year on Campbell Soup's "CLUB 15"

Magic

By Bill Sachs

MRS. AL PAGE, of the magic turn, Al Page and Company, is in Livingston County Sanatorium, Pontiac, Ill., taking treatment for injuries sustained recently when the car in which she was riding with her husband and daughter was rammed from the rear by a speeding auto. She will be confined there for some time and would appreciate hearing from friends. Al Page and daughter, Elizabeth, are now in the Friendly Tavern on Route 47, Sibley, Ill. . . . **L. E. (Roba) Collins** cracked the new season with his "Mystery Circle Revue" at the Theatre, Greenville, Mo., August 24. In addition to Roba's magic and illusions, unit features **Chic Howard**, juggler, and musical show, as framed for schools on week-days and a spook presentation in theaters Saturdays and Sundays. Unit is currently playing the Westinghouse chain of picture theaters; thus Southwest, Missouri and Arkansas. Business has been poor in that sector in recent months, Collins says. The veteran Clarence Auskings has replaced **Marion Agnew** on the advance of the Collins unit. . . . **Cay Baird**, cartoonist-juggler with a host of friends in the magic turn, is in Surgical Ward 1, City Hospital, Boston, where she recently underwent a cup arthroplasty. In other words, she had extra bone grown into her socket, which had to be removed and the head of the thigh bone capped with a metal cup. . . . In a visit to the *Movie Enterprise* in Columbus, O., Thursday of last week (31) we found **Bob Nelson** busily occupied in pounding out a new book on bookkeeping or, mentally, recapping out the finishing touches to his new No. 23 catalog which is slated to come off the press about October 15.

JUDITH JOHNSON and Company, with Harold Leighton the head, have been showing their mentalism on one-nighters at Moose lodges and private clubs out of Erie, Pa., the last three weeks for the **Wynner Miller** and Company. **Wynner** typewrites from Norfolk, Va.: "Bill Dettmerman, my partner and leading pro magus here, took time off recently from recapping out equipment for the fall season to visit **Lucille and Eddie Roberts** at the Dunes Club, Virginia Beach, Va. Their fine act was well received. Bill and I have put in a fairly active summer. He has just finished a contract with the City of Norfolk that kept him busy doing kid shows at the various playgrounds. I have been acting as business manager for a new light season theater at the beach where, by the way, business is way off from last year. I'm not complaining; just stating a fact." . . . **Mysterious Lawrence** and Com-

Hirst, Midwest Circuit Openings

NEW YORK, Sept. 2. — Season's house opening, Sept. 2, at the combined Hirst and Midwest burly circuits, embracing 16 units, include, for the Hudson, Union City, N. J., August 27, **Elaine Furry**, Ann Marie, Mary Ann, Nap Hyatt, Lew Denny, Irving Harmon and Tommy Timblin; Empire, Newark, August 25, **Helena Gardner**, Mary Murray, Ila DeCary, Bob Ferguson, Max Corman and Don Lynn, and September 1, **Linda Scott**, Mildred Sherry, Evelyn King, Bert Carr, Jack Lamarr and Murray Bricey.

Casino, Boston, August 28, **Cecil Dell**, Jeannette Loeffler, Tracy Jordan, Billy Hagan, Harry Bentley and Floyd Halley, and September 3, **Lotus DuBois**, Ann Palmer, Billy Wallace and West and Lexing; Howard, Boston, August 26, Nancy Hart, Pettit Dayne, Ed Ascol, Tiny Fuller, Marvin Harmon and Melaine LeBeau; and September 3, **Sherry Shannon**, Fred Frampton, Larry Norman, Mike Saffa and Alice Kenna; City, Baltimore, August 27, **Debra Dante**, Laura Bruce, Mary Murray, Sid Nadell, Stinky Fields and Shorty McKelister; and September 3, **Lucky Haller**, Judy Al Murray, Jack Rose, Harry Levine and Bob Van.

Casino, Pittsburgh, September 2, **Clara Rose**, Vivian Keen, N. Elin Hubert, George Murray, Max Dennison and Bob Lee; Gayety, Cincinnati, September 8, **Jet Carroll**, Marcella, Benny Moore, Lou Devine and Saffa and Alice Kenna; City, September 1, **Ethel Barri**, Linda Leslie, Beverly Lane, Billy Foster, Freddie Lewis and Danny Gables; Palace, Buffalo, August 31, Betty Howard, Nona Carver, Janice Brown, Eddie Innis, Harry Ryan and Big Ben Wyse. Gayety, Toledo, August 24, **Inez Adams**, Al Baker, Harry Ryan, Tommy Miller and Head and Raye; and August 31, Nadine, Sherry Everette, Pandora, Frank Silk, Joey Cowan and Al Baker; and Gayety, Billy Ainsley, Helen Walker, Eddie Yubel, Sid Green, Herbie Barris and Blair and Moody, and September 14, **Pay LeMoyne**, Harry Ryan, Sammy Smith and Billy Wolf.

Troc, Philadelphia, has its opening September 3 with the same set of the Embassy, Rochester, City, Union City, the week previous. Five more units are those represented on Jack Kane's Ohio circuit of the Embassy, Rochester, City, Cleveland; Park, Youngstown; Gayety, Columbus, and Mayfair, Dayton. Principals for those houses are now being assembled and will be announced later.

pany (Mr. and Mrs. Reggie Lawrence) took time off from their fair grandstand dates to appear at Basil's, Kokomo, Ind., nitery, August 28 thru September 1, at the City, Youngstown. They did magic on their first show, juggling on the second, and tap dancing and unicycle on the third. **Ray Bedwell**, principal of the Counts of Conjuring, Cincinnati, has just returned from a six-week tour to the West Coast. While in Los Angeles he visited with **Sonoma** and **Red and Blue** at the Hollywood Fun Show, and George Boston at the Percy Abbott branch there. Mardo is doing three television shows a day over the local channels. Highlight of the tour, Bedwell says, was a visit to **Benny Chavez's** Studio of Magic in downtown Los Angeles and an all-night bull session with **Walt Lefell** and **Phil Graham**, Chavez students. In San Francisco, Bedwell visited with **Tom Dethlefsen**, of the Golden Gate Magic Company, and spent a day with **Charles Blythe**, youthful editor of *Thimble Notes* in The Bat, published in Burlingame, Calif.

Burlesque

By UNO

JACK KANE'S Ohio circuit houses opened September 1 for the season with **Fields and George**, **Smoky Burns**, **Milt Hamilton**, **Spy Majestic**, **Bobbie Parker** and **Mary Jane Reynolds**. At Mayfair, Dayton, **Dayton Seed**, **Walt Stanford**, **Tommy Reynolds**, **Ins Lorraine**, **Topi Faye** and **Trudy Wayne** at the Embassy, Rochester, **Harri Land**, **Sammy Price**, **Jack Ryan**, **Lois West**, **Betty Jo Morgan** and **Phyllis Lanes** at the Roky, Cleveland; **Matt Matthews**, **Walter Sherry**, **Tommy Miller**, **Ed Ascol**, **Rhody**, **True and Ann Arbor** at the Gayety, Columbus, and **Happy Raye**, **Harry Meyers**, **Frank Smith**, **Bubbles O'Dell**, **Toni Eden** and **Roxy Hart** at the Park, Youngstown. Circuit of five units will be increased to six with the addition of the State, Canton, opening September 8. . . . **Saul Korman**, Detroit circuit owner, reopened the Columbia, September 1, with a policy of sepi burly attractions and with a new, old-time burly comic, in **Sammy Price** and **Ins Lorraine** opened at the Jesse James Club, Stanfield, Ore., thru Joe Young, of Portland, Ore. . . . **Jack Birmingham** is again in court over heart trouble, this time in Ward 21, Veterans' Hospital, New Orleans. . . . **Stanley Montfort**, after a four-week vacation in the Philippines, left for San, Ind., reopening August 25 at the Rialto, Chicago.

MARGARET (PANAMA HATTIE) HASTINGS, is in her sixth season as featured singer at **Martin Flynn's Shamrock Irish House**, New York City. **Sammy Price** and **Coleman** is pianist. . . . **Troc**, Philadelphia began its season with a mid-nite September 3 and with **Bob Nelson**, **Sherry Shannon**, **Sherry Shannon**, producer, and **Blaze Fury**, featured. . . . **Evelyn Shelby**, **Jack Rose** and **Harry Levine** were the features and **Sammy Price**, extra attraction at the Globe, Atlanta, thru August 27. . . . Word comes about the recent passing of **Mabel Francis** (aka **Phyllis**), who was known to burly as the **Hyman Dynamo**, at her home in Boston after a long illness. Her husband, formerly **Mickey Marx**, is connected with the **Scolly Square**, Boston. . . . **Tom Phillips**, head of the BAA, an affiliate of the Four's A, which has complete and sole jurisdiction over burly principals and chorines, is mapping out plans for an extensive organizational trip this month, to touch every spot where burly is presented in the U. S. and Canada, for the purpose to secure representation and responsibility for burly performers in their contractual relations with their employees. Also to try and establish a demand for burly in order to provide for more shows and employment. **Phillips**, who started to work for the burly in New York, and immediately after the close of the theaters in 1942, is convinced that his efforts in that direction will be successful before the end of this year.

RED, WHITE, BLUE

(Continued from page 53)

will probably be invoked. The show, **Red, White and Blue**, co-produced by **Owen Crum** and **Leroy Prinz**, plans to start on the Coast, work its way east and may open at the Metropolitan Opera House when it gets here. Plan of the tour is to pick up names in various areas to hype the box office and practically all of these will be **AGVA** people. Pending the results of the jurisdiction, they'll have to join that union. Agents, however, are bolting.

Showbiz Boom Like War Years

In the Offing

(Continued from page 3)

lure young mothers into the labor force. Personal income hit an annual rate of \$216,000,000,000 in June, for the second highest month since the war. The top month, March, was not only because of distribution of veterans' life insurance dividends. Wages, however, were at the highest total ever for the month. March was emphasized that the new wage high was registered in the month when most people were just realizing that there weren't looking at TV. Preliminary wage statistics for July strongly indicate another record was set.

On the basis of past performances, government statistics say that amusement spending varies almost directly with public income, and with a shorter time lag than for most industries. Thus, it is expected that income highs will be soon followed by showbiz highs. An almost immediate factor, however, is the medium hasn't been around long enough for the economists to figure out how much people would be spending on other amusements if they weren't looking at TV.

Gross national product—the nation's total output of goods and services—hit an annual rate of \$270,000,000,000 in the second quarter of the year as compared with \$263,000,000,000 in the first quarter. At the beginning of 1950, the President's council of economic advisors set a goal of \$300,000,000,000 to be reached in 1955. The current rate of expansion if continued would meet that mark by the end of 1951.

Farm income, which had been falling, perked up in July and is expected to benefit still further from rising food prices. Industrial production increased rapidly starting after the temporary decline registered in late 1949. Despite the production gains, industrial orders are creating a cushion against any let-down in industrial activity.

Taxes, slated to go up in October and November, will siphon off much of the cash being built up, but high taxes failed to put much of a damper on the showbiz take during World War II.

SEEK BRASS CONFAB

(Continued from page 4)

ble and informed entertainment industry executives, or by well-known danglers and anti-Communists from the fields of politics, finance, etc.

Another speculation which was getting a good deal of top level circulation was the possibility of setting up an investigation body headed by someone like J. Edgar Hoover, who would be lured from his post as Federal Bureau of Investigation boss presumably by substantial amounts of loot.

This latter speculation received considerable attention from the many high-placed radio, TV and advertising executives who feared that the power demonstrated by **Counterattack** (see separate story on these pages) was dangerous to the life of a private group, particularly a non-entertainment-advertising industry group.

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Start the new season with the very best—THE EUREKA SUPER HANDKERCHIEF VAMISH

POSITIVELY USE NO thumb tip, false finger, push, thrust, elastic, hand bag or sleeve watch, or anything that gets back and front.

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OUR REGULAR DOLLAR SILK HANDKERCHIEF ACT—THE EUREKA SUPER

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EUREKA IS THE BEST VAMISH EVER

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Off-Broadway Review

KING LEAR
(Opened Tuesday, August 29)

MASTERS INSTITUTE THEATRE

tragedy by William Shakespeare. Adapted by David Williams. Costumes and props by Anne Lever and Esmé Carter. Stage manager, D. L. Polachack. Producer, The Oxford University Players. Presented by The English-Speaking Union, thru co-operation with "O.U." Productions.

Artist	Wife	2nd Husband
Earl of Kent	Jack H.
Earl of Gloucester	Michael Peter D.
Edmund	Michael Main
Earl	Par Par
Doneril	Jocelyne P.
Cordella	Shirley C.
Began	Joese Rich
	Norman Paint
Duke of Cornwall	Ralph Hal
Duke of Burgundy	Robert Robin
King of France	Alan Co
Edgar	Richard Ev
Edwald	John Schlein
Feol	Ronald E

Winding up a two-month tour of American colleges and universities, The Oxford University Players is making a brief stand in New York under the auspices of the English Speaking Union in New York City. On the whole, the company's articulate reading of K. L. Lear is a good one, and some of the best show potentials for following the group's illustrious alumni, T. S. Eliot, Rattigan, Emlyn Williams, etc., into the professional theater. Unfortunately, the production is remarkably lacking in originality. However, some judicious scenic changes and a few more dramatic touches would make the dramatic fairy story even in the most skillful hands can be tiresome.

Peter Parker's is an interesting study. He brings considerable understanding and strength to the role. However, in his greatest scenes

However, in his greatest scenes falls somewhat short. He reaches the peak far too early in the plot.

which leaves him no more stops pull when the big scenes come along. In an effort to sustain, he achieves the effect of raging on and on without much point. Here, perhaps,

major portion of the blame may
with this lengthy version.

Jocelyne Page and Josee Rich are superbly wicked as the Goneril and Regan, and Shirley Collins gives fine contrast and is equal to the task.

effective in her Cinderella role Cordelia. Michael Maimick deserves special praise for a smooth port of the boat. Edmund and Jack

of the bastard Edmund and Jack and Richard Evans are also for John Schlesinger's Oswald is a delicate role to play, and he steps around

the effete quality of the part with falling into its pitfalls. 'Tis a pity, however, that the Bard's best lines are lost in the present delineation.

audible and in its better moments intelligible.

David Williams has put the act on the play and players to fine vantage. The costumes are excell

and stage manager, D. L. Polach handles the blackout scene change exceptionally well.

Very rewarding is an evening

the Oxford Players. Tho they not completely developed as actors their command of theater as university students sets an example.

which many of their American counterparts might well heed.
Dennis McDonald

ready-made, and consequently great savings. The union is all

to have stepped in with a shut-down threat in the event that the work order was not placed with the manufacturer. When the employer pol-

out that he was not equipped to make modern men's clothes, it is all that Quintiliano insisted that part of the order be placed with an associa-

ing delay of the skedded road br
in, the producers complied.

On Tuesday (5), Quintilliano call his own executive meeting the union and Wednesday (6) (See Producers on page 105)

1

ST. PAUL FAIR FOR RECORD

Bucks Rain, Menacing Skies To Exceed Peak '47 Figures First Six Days of 10-Day Run

Grandstand Grosses Up Despite Day, Night Rain-Out

ST. PAUL, Sept. 2.—Despite rain and threatening weather, the Minnesota state fair here is racing at a record-breaking pace and thru Thursday (31) was threatening its all-time attendance high set in 1947. Given good weather, officials were hopeful of hitting the 1,000,000 mark by the close of the 10-day run Labor Day. In addition to increases at the front gates, day and night grandstand receipts and attendance are both ahead of '49. Total official attendance thru Thursday night (31) was 496,813, compared with 460,049 last year. Raymond Lee, fair secretary, pointed out that total attendance as of Thursday night was ahead of the '47 pace when total attendance reached 902,693.

Comparative figures follow:

	1950	1949	1947
Monday (25)	62,399	75,131	64,831
Tuesday (26)	127,847	125,307	112,189
Wednesday (27)	34,826	57,815	66,425
Thursday (28)	76,827	58,366	74,314
Friday (29)	81,576	64,053	76,370
Saturday (30)	94,628	82,256	74,637
Sunday (31)	94,628	82,256	74,637

496,813 460,049 456,056

In the first six days, five new one-day records were set. Thru Thursday (31) there was no threat to the all-time single day record of 144,894 set in '48, but the Sunday (27) rush was heavy that by 2:15 p.m. fair officials for the first time since 1948 and the second time in history, were forced to close all auto gates. (See St. Paul Heads on page 89)

John Serpico, Head Of Internat'l Pyro, Dies in New Jersey

NEPTUNE, N. J., Sept. 2.—John Serpico, 66, president of the International Fireworks Company, died at Watkins Memorial Hospital here Friday, August 25, after a long illness. Serpico came to this country at the age of 8, and at 19 opened a small fireworks factory in Jersey City. The plant expanded until he built a factory at North Bergen, N. J., in 1914 which covered 23 acres. In addition to displaying at festivals, fairs and parks both in this country and abroad, he furnished fireworks for the New York World's Fair and for presidential inaugurations since 1914. Serpico is survived by a widow, a daughter, Angelina, and a son, John. Burial in Holy Name Cemetery, Jersey City, August 25.

J. M. Coates Killed When 'Chute Falls

WEST POINT, Neb., Sept. 2.—James M. Coates, 28-year-old stunt parachute jumper of Fremont, Neb., was killed at the Cumming County fair here in a delayed-opening jump from an altitude of 1,500 feet. His chute failed to open until he was within a few feet from the ground.

Milwaukee's 721,781 Tops All-Time High

Auto Race Grosses 79¢

MILWAUKEE, Sept. 2.—The Wisconsin State Fair celebrated its 100th year of operation by breaking all past attendance records and closed its 10-day run here Sunday (27) after 721,781 people had poured thru its front gates. Annual topped the previous all-time high of 717,900 set last year and did it despite rain on several days, threatening weather and cool evenings.

Of the 92,847 closing-day patrons, 25,262 paid an estimated \$78,000 to see the 200-mile AAA championship big car meet that afternoon, the race started two hours late due to weather and track conditions. AAA championship motorcycle races Saturday (26) also were delayed by these same conditions but drew 11,182. Heavy rains early Saturday evening broke in time to permit the Barnes-Barnuthers revue to stage its program.

Big attendance brought good crowds to the midway and rides, concessions and shows were reported to have matched '48 figures in most cases.

W. McGinnis Dies In Camden Mishap

CAMDEN, N. J., Sept. 2.—Walter E. McGinnis, 64, a tentmaker with Biller Bros.' Circus, which played here Tuesday (29), died that evening at Cooper Hospital here of injuries apparently caused when struck by a hit-run driver.

Another circus worker found McGinnis lying behind a trailer in the hospital, conscious when taken to the hospital. McGinnis told doctors that a truck backed into him while he was

(See McGinnis Killed on page 86)

More Ride Makers See Upped Prices

CHICAGO, Sept. 2.—Futher indications of price increases on rides because of steel costs have developed in reports by ride makers to The Billboard. First results of the survey were reported in The Billboard August 26.

W. F. Mangels, of the Brooklyn carousel works bearing his name, stated a 10 per cent price boost was anticipated at the first of the year. Higher cost of materials and labor were blamed. Mangels said that while prices have gone up, there has been no particular shortages of materials.

Jack V. Eyerly, president of Eyerly Aircraft Company, Salem, Ore., said he has ordered no price increases as (See More Ride Makers on page 86)

Killaly, Long-Time Euclid Beach Agent, Dies in Cleveland

CLEVELAND, Sept. 2.—Percival M. Killaly, veteran purchasing agent for Euclid Beach, died Wednesday (30) at his home here following a brief illness. He had been with the park company 32 years.

A native of Canada, he came to Cleveland with a canoeing club in 1908 and decided to stay. A year after joining the park company he married Mabel Humphrey, daughter of D. S. Humphrey, then owner and founder of the park. His widow is now secretary of the company.

Killaly was a hockey and football star in his youth and many years ago played with a Cleveland hockey team.

Funeral services were conducted here Friday (1), with burial in Highland cemetery. Survivors, in addition to his widow, are two sisters in Toronto, and a niece, Mrs. Fred Makovec, and a nephew, Dudley Humphrey, both of whom are associated with the park.

\$1.25 Box - Top Packs Med Show

(Continued from page 3)
for the last two days, September 6 and 7 in Texas cities. Carmen Miranda and George Burns and Gracie Allen join the show for the final September 7 date at Dallas.

Sen. Leblanc is now mulling a tour, aimed at the negro population of the South, which will feature r-and-b, artists of platter fame. In addition, he intends to tour smaller Southern cities with a smaller budget variety show. Previously, Leblanc announced that he intends big one-night dates in four Midwest cities this fall.

Thus far, the Hadoac junket has pulled 162,500 persons in its first 11 days, averaging 14,500 persons per day. Admish is a box top from a bottle of Hadoacol, which retails for \$1.25.

Chicago Fair Future Still Not Decided

Refute Billy Rose Rumor

CHICAGO, Sept. 2.—Future of the Chicago Fair, originally scheduled as a permanent lake-front attraction, is still undecided and no definite announcement will be made regarding next year's plans until after the fair's Labor Day closing. Kent Chandler, president, announced.

Reopening of the expo in '51 hinges on the financial outcome this year, reportedly in the red; a meeting of the Chandler-headed board of directors; and the findings of a prominent firm of industrial engineers, now conducting a study of the operations.

Reports that Billy Rose had been approached by the fair to take an executive position were refuted by Chandler who said that no negotiations have been started with anyone and none will be initiated until this year's attendance has been given closer study.

Attendance at the fair, now in its final days, shows little increase on the grounds with the fair to take an executive position were refuted by Chandler who said that no negotiations have been started with anyone and none will be initiated until this year's attendance has been given closer study.

Avenue of American Homes leads the other paid entry shows on the grounds with the water show, Icer, Music-in-the-Round and open air circus following in that order.

Du Quoin Has Worst Weather in 28 Years

DU QUOIN, Ill., Sept. 2.—The Du Quoin State Fair here, this week received the worst weather in its history. Thru Friday (1), the sixth day of its nine-day run, three harness-horse race programs were lost, thus ending the fair's remarkable record of not having suffered the loss of a horse-race program since the event's inception 28 years ago.

Even a new grandstand stage roof, completed shortly before the fair's opening, was insufficient to ward off the cancellation of one night performance. Rain threatened last night was called off when a driving rain swept across the stage.

Night program, booked in thru the William Morris office, Chicago, ended by Sid Rabin, is headed by Chico Marx and Viviane Blaine. Acts are De Wayne Troupe, teetboarder; Shirley Ann Crouch, contortionist; (See Du Quoin Hit Hard on page 89)

It's TUB

... and it will be DOLLED UP IN NEW MODERN DRESS beginning NOVEMBER 4

1950 WINNERS

38th Annual BIG ELI Fourth of July

Contests

Rank	Entrant	State	Wheel Records
1	C. J. Matthews	Ill.	\$679.64
2	Otto Stephens	Iowa	\$ 779.25
3	Paul J. Zirbas	Ill.	\$ 836.00
4	Murphy A. Schrader	Missouri	\$ 840.00
5	Ed. Brown	Ill.	\$ 840.00
6	M. Larkins	Wisconsin	\$12 479.35

Total \$2,771.14

A BIG ELI Wheel continues to be a sure profit center.

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194 MODEL INCLUDES MANY NEW
INNOVATIONS. CONSTRUCTION
CONCRETE ISLAND 1949.
WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
3716 Junius St. HARRY WITT Brooklyn, N. Y.GIVE TO THE
RUNYON CANCER FUND

Close-Ups:

For Willie Carr, Circus Man's
Circus Man, "It's Easier Now"

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

WILLIE CARR is a circus man's circus man, an ace-in-the-hole, a troubleshooter extraordinary. As 24-hour agent for Ringling Bros. and Barnum & Bailey Circus, it's Carr who makes a last minute check of local contracts, prepares the lot and sometimes finds a new one in a hurry, buys the feed for horses and other animals, irons out 11th-hour license and street tangles, wakes up the layout crew and routes wagons to the lot.

With amazing calm, Carr takes his multiple duties in stride that comes with 44 years in the same job plus another six years on circus advance cars. That half-century's experience is mirrored in his efficient unraveling of kinks in a complex business.

Sporting a sailor straw, his bot weather trademark, or a felt top with a rounded crown and turned-down brim, the trouper's rainy-day style, Carr shuttles between the show and its next stand, quick to ferret out and solve—or prevent—any tie-ups.

The Hoosier State was "home" to Carr before he and his wife, a former circus performer, settled in Miami. He was born in New Harmony, Ind., in 1882. One of his sisters became Gilberta Faust, dramatic actress, and, Carr recalls, a good one.

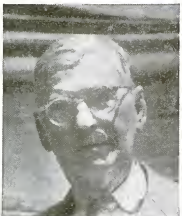
Young Willie learned the printing trade and worked for The New Harmony weekly before moving on to several Indiana dailies. Then the lino-type came along and Carr couldn't read that type so he switched to a trade that uses larger print—circus advertising.

Starts With Sparks

He joined as bilpister on the Sparks advance car, working under L. C. Gillette, whom Carr figures was one of the best small show agents. Gillette worked his crew long, hard hours, and its posted a tremendous amount of paper but avoided major opposition battles, Carr recalls. The late Charles Sparks earned Carr's description as "the best of all small show owners." Carr also knew the show's founder, John H. Sparks. Around the show for 1900 and 1901, when it moved on a sleeper and one baggage car, Carr recalls they had one elephant, Mary, but adds that he saw the show only once.

Carr was more concerned with date sheets than calendar dates in those days, but he's sure it was 1902 that he moved over to Ringling Bros.' Circus. For three years he was on the No. 1 car as a biller and lithographer, with A. G. Ringling as his boss. In 1905 he became an advertising inspector.

The following season Carr moved to a 24-hour agent's berth. He credits Ollie Webb, who had the Ringling cookhouse then, with teaching him the (See For Willie Carr on page 92)



WILLIE CARR

"Big-Ride" Performance!
ALLAN HERSHELL
KIDDIE RIDES

Count on Allan Hershell to build the BEST in Kiddie Ride! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

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KIDDIE MERRY-GO-ROUND
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Made by the makers of Carousel, Whiz Bang, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooter and other famous riding devices.

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World's largest manufacturer of amusement rides

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LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Charlots, Carries adults. Place your order now for the fair season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby 'Q' Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards, Robert L. Cochran. De Luxe, 35 foot, 2-abreast, \$9,125.00—2 seasons to pay, 3-abreast, \$10,125.00—2 seasons to pay, Also 42 foot, 46 foot, 50 foot and larger.

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We'll be here tomorrow to back up what we guarantee today.

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Also includes of single and double like and 12" electric and gas Rumbouts for small lake use.

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KIDDIE AIRPLANE RIDE

- ★ Plenty of flash and appeal
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The MIDGE-O-RACER

KIDDIE-KONTROLLED



A sturdy flashy authentic miniature race car—with a new exclusive steering feature attraction.

Phone, wire or write for additional details about this sensational money winning ride.



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Originators and manufacturers of the

Octopops, Rollapops, Flyoplane, Rockoplane, Midge-O-Racer and Sully



Shipment can be made to meet your Midsummer Celebrations and Fairs.

The BIG STORY in Kiddie Ride news is the high grossing performance of Evershield's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Evershield development—that is rapidly winning the top spot in Kiddie appeal and earnings.

KIDDIE SPEED BOAT RIDE

The modern, streamlined apparatus, the toughest proof mechanism, the fine workmanship throughout and the fact that this ride can be set up in thirty minutes and operated by one person from the ticket box makes this device one of the most practical and desirable Kiddie rides on the market today. It is a proven fact that our speed boat ride is among the top money-earners in the Kiddie Ride field, and has a proven "KID Appeal!" and creates a tremendous interest wherever shown.

IMMEDIATE DELIVERY
Mt. Clemens, Michigan



KING AMUSEMENT CO.

FOR MAXIMUM POPCORN PRODUCTION

CRETORS Giant Model 41

Here's a fast, efficient auxiliary popper that pops corn direct in the seasoning and salt. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping core of pressure, insuring maximum popping volume. Enclosed transmission—gears run in oil. Heated by manufactured, bottled or natural gas. Gasoline extra.

Also Available

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CAPACITY
Pop 2 lbs. corn
fast popping,
12 bushels popped
corn per hour.

SPECIAL POPCORN TRAILERS

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Fully equipped. Priced to suit
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Call Poppers for FAIR TIME Needs!

Supplies for Popcorn, Floss, Candy Apples and Snowballs.
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Talent Topics

Emma Pfeil, aerialist star with circuses a half century ago when she worked with her husband as the Alfreddos, was the subject of a recent newspaper feature story. A son, Lewis Hart Pfeil, was formerly a member of the Sullivans and Hart vaude team. The 93-year-old Mrs. Pfeil resides in Mount Vernon, N. Y. . . . Joe Beach, of Holyoke, Mass., recently visited the Batavia (N. Y.) Fair. Band leader Joe Basile, who has appeared at the annual for a number of years, was the subject of a feature article in The Batavia Daily Star. . . . Janet's Circus, dogs, ponies and monkeys; Myrtle Dundin, unicycle; Gloria Tara, singer, and Jesse Griffith, organist, were among the acts playing the Monrocks (Va.) Fair, which closed September 2.

Benny and Betty Fox, high act, received a big publicity break in the Minneapolis Star August 28 with a seven-picture spread. Act was with the Barnes-Carruthers revue at the Minnesota State Fair. . . . Roy Barrett, clown, will make fairs with E. J. Braly's Southern Circus unit and October 1950 move to the Shrine circus at Evansville, Ind., November 20-28. This will be his fourth year with Braly and his second at Evansville. . . . Paul Dale, midgit with Henry Kramer's Midgit Show on the Royal American Shows, is planning to wed Donnie Lee Dempsey, of the same show, in November.

Kinko the Clown, following his close at the Barnes-Carruthers open air circus at the Chicago Fair, plays the Hart, Mich., and Glenwood and Hutchinson, Minn., fairs. He will follow at the Waterloo (Ia.) Cattle Congress and then plays dates at Frank Wirth. Red Kearns, emcee of the Shrine Midgit show on the Johnny J. Jones Exposition, and the Royal Rockets, skating act, are booked for two weeks at Alpine Village, Cleveland. . . . The Olympians trampoline, will follow their appearance at Chicago's Labor Day Celebration with fair dates at Mount Horeb, Wis., and Coldwater, Mich., and Richland Center, Wis.

Leo Couture, diving act, and the Aerial Snyder, were the two-day

free act at Cincinnati's Coney Island August 25 thru Labor Day. The Great Eugenes were scheduled to appear, but their last-minute cancellation brought in Couture. Couture, who plays the Sportsman's Show at Shelbyville, Wis., late this month is negotiating with film execs for a role in the pic, "Queen for a Day."

Carla Wallenda, 14-year-old daughter of Carl Wallenda, top man of the wire-walking act, made her debut on the high wire at the Cincinnati State Fair, St. Paul, and is now skedaddled to take over her mother's spot. Gunther Wallenda, 9, recently arrived in this country from Germany with his mother, is in training. . . . Gene and Jessie Tracy had their dog act and comedy sketch as the free attraction on the Mosher Shows' midway at the Montmorency County Fair, Atlanta, Mich.

Sampson McDonald, (Death Valley Scotty), leaves his North Hollywood, Calif., home Thanksgiving Day to play the Kemp Time in the Carolinas. McDonald will be joined by Death Valley Scotty and the Mustangs, W. Va., and also by the Dalton Girls, vocal group. During the winter, McDonald will play rodeos. . . . Jimmy Stutz and company, jugglers, recently headlined the show at Kennedy's Inn, Binghamton, N. Y. Bob LaSalle, emcee and Eleanor Scott, acro-dancer, also were on the bill. . . . Lamont's fair act will play the Texas State Fair, Dallas, for 16 days, to be followed by Oklahoma City.

Attractions set for New England fairs by Jacey Collier, of the Boston Hamid office, includes Catherine Anderson, circus clown, and the musical novelty: Shanghai Twins; Mack and Mittie, roller skating, and Corale and Elsa, comics. They were at the Cowhook (N. H.) Fair September 2-4.

In the line-up of acts playing Corydon (Ind.) Fair August 23 were Bob Murphy, dancer and emcee; Mary Jane Miller, acrobat; Daffy Dan, blackface comic; the Haymakers, string band; Randall and Jerry, vent act, and Richards and Cesser, trampoline, booked thru Kay Kleiser, Indianapolis. . . . Attractions appear (See TALENT TOPICS on page 91)

Out in the Open

James W. O'Neil, son of James O'Neil, St. Louis booker, and formerly of O'Neil's barrel jumping act, has been called to active duty in the air forces. O'Neil is a veteran of World War II, in which he completed 123 missions.

Foster Potter, public relations director for the New York Department of Agriculture and Markets, handled flock for active duty in the Altamont Fair which doubled its 1949 gate mark. The usual Children's Day was retired Young America fair with notable success. . . . Jim Carey, of the New York Department of Agriculture and Markets, visited Dutchess County Fair, Rhinebeck, August 30.

Paul V. Moore, general manager of South Carolina State Fair, journeyed to Toronto to visit Canadian Nat. Exhibition and its general manager, Elwood A. Hughes, after spending several days in the Central Canada Exhibition, Ottawa, as a guest of Frank Bergen and Bernard (Bucky) Allen, of the World of Miracles. . . . Howard Singmaster, new president of Allentown (Pa.) Fair, and his wife, who also planned to visit Toronto after a stay at Ottawa, cut their tour of duty in Canada's fair strike and the proximity of the Allentown date. Extensive

renovations, the first major improvements, in a number of years, are under way at Allentown.

George A. Hamid, booker, and the cast of his "Grandstand Follies" were unperturbed by the Canadian rail strike since the show travels in its own buses. . . . Bill Wendler, of the Allen Herschel Company, was one of the first radio manufacturers on the grounds of the CNE.

Visitor list at Minnesota State Fair, St. Paul, included Jim Paul and Mr. and Mrs. Fred Kemp, Edmondton, Alta.; P. T. (Pa.) Streiner, Tampa; Pete Heiser, Chicago; Leo Dalton, Great Falls, Mont.; Charles Yule and son David, Calgary, Alta.; Joe Streibich, Chicago; Mr. and Mrs. Art Corey, Des Moines; Mr. and Mrs. Robert Finke, Minot, N. D.; Mr. and Mrs. J. C. McCaffery, en route to Fargo, N. D., and Mr. and Mrs. Pete Heiser, Chicago. . . . Sackson (Sask.) Exhibition. The MacEacherns also visited Du Quoin (Ill.) State Fair.

Mr. and Mrs. Frank Mencuri and Mr. and Mrs. Clare Meyer, of Exhibitor Supply Company, Chicago, spent their tour of duty in Minnesota State Fair, St. Paul, with Bob Parker.

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Carnival Routes

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2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly expiring dates are listed.)

Alamo Express: Lamar, Mo.; Miami, Okla. 11-16.
American Beauty: (Fair) Fargo, Ark.; (Fair) Paris 15-18.
American Eagle: Martin, Tenn.
American United: Cherryvale, Kan.
American United: Cherryvale, Wash. 7-8.
B. & C. Expo: (Fair) Brookfield, N. Y. 4-7; (Fair) Trumansburg 13-16.
Bea's Attr.: Homer City, Pa.
Be's Old Reliable: Waverly, Tenn.; Horse Cave, Ky. 11.
Bernard & Barry: Windsor, Ont., Can. 4-7; Welland 12-14.
B. & H.: Bingham, S. C.; Johnsonville 11-16.
Big Four Am.: St. Charles, Mo.; Bloomfield 11-16.
Blue Grass: Clarksville, Tenn.; Pulaski 11-16.
Boyle, P. C.: Marysville, Mo.
Bordenland: Rockwell, Tex.
B. & W. & S.: (Fair) (Shoppard Drive) Houston, Tex.; (Fair) Tomball 11-16.
Brookside & Schrader, Mo. 17-19.
Buck, O. C.: (Fair) Blackwell, Okla. 11-15.
Buck, O. C.: (Fair) Bath, N. Y.
Burkhardt: Elmwood 12-14.
Cavalade: (Fair) Caroleville, Okla.; (Fair) Bristol 11-16.
Capital City: (Fair) Elizabethtown, Ky.
Casper, E. J., No. 1: (Fair) Dryden, Ont., Can. 4-7; (Fair) Tinton 6.
Casper, E. J., No. 2: (Fair) Wooler, Ont., Can. 4-6; (Fair) Marmora 7-8; (Fair) Shannonville 8; (Fair) Tweed 12-13.
Cavalade of Fun: (Fair) Peconic, Ill.
Cavalade of Amusement: (Fair) Detroit, Mich.
Central Am. Co.: Myrtle Beach, S. C.; Clarksville, Mo. 8-11.
Central State: (Fair) Harlow, Kan.; Pawnee, Okla. 11-16.
Celtin & Wilson: (Fair) Indianapolis, Ind. 4-6.
(See Carnival Routes on page 90)

Circus Routes

Sent to
2160 Patterson St. Cincinnati 22, O.

Barker Bros: Wewoka, Okla. 6; Okmulgee 6-7; (Fair) Hyde 8-9; (Fair) Marlow 11-12; Norman 13-14.
Beatty, Clyde: Clarkburg, W. Va. 6; Morgantown 6; Cumberland, Md.; Hagerstown 6; Charlottesville, Va. 9.
Biller Bros: Petersburg, Va. 6.
Brady State Unit: (Fair) Pulaski, Tenn. 11-16.
Brady Southern Unit: (Fair) Fayetteville, Tenn. 11-16.
Capell Bros: Barboursville, Ky. 6; Alva 7; Harlan 6; Cumberland 6.
Coe & Walters: Burlington, Colo. 6; Goodland, Kan. 6; Colby 7; Oakley 7; Scott City 6; Leoti 6; Tribune 11; Syracuse 12; Holly, Colo. 13; Lamar 14.
Dallay Bros: Jova Falls, Pa. 5; Ames 6; Marshalltown 7; Oklaola 6; Albia 6.
David, Ayres & Katharine: Glenora, Ill. 8; Gould, Jay: Abingdon, Ill. 8-7; Nauvoo 8-10.
Horne Bros: Barnard, Okla. 9; Pawhuska 6.
Hosney: (Fair) Cleveland 6; Tulsa 6; Drumright 11.
Hunt Bros: Batavia, Pa. 7; Bethlehem 6.
Jones, A., Rodes & Circus: (Fair) Marietta, Ga. 3-6; (Fair) McConville 6.
Kelly, Al O., & Miller Bros: Brownstown, Ind. 6; Scottsburg 6; Salem 7; Corydon 6; Paoli 6; English 10; Tull City 11; Rockport 13; Bourville 13; Mt. Vernon 14; Mt. Carmel, Ill. 16; Jasper, Ind. 16; Petersburg 17.
Kelly & Morris: Bristow, Okla. 6; Bayville 6; Winnsboro 7; Tallahassee 7; Vicksburg, Miss. 6.

King Bros: Port Bragg, Calif. 8; Ulich 8; Santa Rosa 7; Bendita 8; Richmond 8; Pittsburg 10; Stockton 11; Modesto 12; Fresno 13; Colma 14; Hanford 15; Tiptonville 16.
Mills Bros: Columbiana, O. 6; Steubenville 6; Monaca, Pa. 7; Dormont (Pittsburgh) 8; Johnstown 8; Alloua 11; State College 12; Lewistown 12; Harrisburg 14; Pottsville 10; Norristown 16.
Polack Bros: (Kastern): (Stadium) Blueford, W. Va. 4-6; (Fairgrounds) Petersburg, Va. 11-13.
Polack Bros: (Western): (City Auditorium) Seattle, Wash. 8-12; (Grandes Field) Kennewick 16-18.
Rising Bros. and Barnum & Bailey: Sioux City, Ia. 8; Port Dodge 6; Waterloo 7; Colma 14; Hanford 15; Tiptonville 16.
North Kansas City 14; Manhattan, Kan. 15; Concordia 16.
Rogers Bros: Hopkinsville, Ky. 6; Russellville 6; Gallatin, Tenn. 7; Glasgow, Ky. 8; Somerset 8; Corbin 11.

Misc. Routes

Sent to
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Cowboy Mac's Texas Rangers: Dubuque, Ia. 8; Mt. Pleasant 8.
Fox-Armour Animal Exhibit: Enfield, N. C. 4-6; Wilson 6-7; Flintstone 8-9; Tarboro 10-12; Oak City 13.
Funkel Stage Show: Grant, Neb. 4-6; Walcott 12; Hays City 12-14.
Glout Players Tent Show: Waverly, Ill.; Pittsfield 11-16.
Weber Bros: Circus: Tracy, Calif. 5; Piedra 6; Madras 6; Biola 8; Sanger 10; Del Ray 11; Redkey 13; Selma 13; Fresno 16-18.

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INDIANAPOLIS Nat'l Theatre Supply Co.
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N. Y. Shore Resorts Get Banner Play

Ops Await Holiday Biz

NEW YORK, Sept. 2.—Good break in weather over the past week-end brought heavy turnouts to all the beach resorts in the New York area and buoyed up the hopes of amusement caterers and concessionaires for a banner Labor Day week-end.

Rockaway's string of beaches and funspots reported attendances Sunday (27) of 1,100,000, while Coney Island settled for around 1,000,000.

Both resorts were jammed Saturday (26), with crowds filling the beaches well before mid-day. Out-of-town charter buses are a big factor in bringing out the Coney Island crowds, and the same is true at an early hour. Use of these buses, particularly from the New Jersey industrial centers, shows a big increase in the summer.

Jones Beach reported attendances of 104,000 Saturday (26) and Sunday (27). Administrators of this resort expect this season's total attendance to equal or top last summer's record attendance of 6,000,000. Near-by Atlantic Beach had a turnout of 60,000 Sunday (27).

Tractor Test Waits While Joyland Vies With Rainy Weather

WICHITA, Kan., Sept. 2.—Joyland Hillside Park here has been trying for two weeks to match its 1949 Case steam engine with a new International Diesel tractor in a pulling contest, but rain on week-ends has delayed. Now it's set for Sunday (3).

Rural interest near Wichita has been mounting and eventual staging of the event is expected to draw well. Promotions ranging from displays of locally built aircraft to an antique automobile show will September week-ends. Joyland officials plan to keep the park open until October 1.

Miss America Meet Skedded for Flicker

ATLANTIC CITY, Sept. 2.—Annual Miss America contest held here will be the theme of a full-length movie to be produced by Warner Bros. It was disclosed this week by a contest official who said the board of directors of the pageant authorized its motion picture committee to enter into a contract with the Hollywood producers.

Harry Mayer, of the film firm's New York office, told the directors that the film proposed would cost from \$750,000 to \$1,000,000 and be a top-grade production. It will contain scenes from the Boardwalk Beauty Parade as well as talent and other contests in Convention Hall. Entire theme will be based on the beauty pageant, Mayer said. Negotiations for the film were made by Lenore Slaughter, executive director of the pageant, with Jack Warner's Hollywood producers.

Producing company informed the pageant directors that a group of writers, cameramen and technicians will arrive this week to start preliminary work on the picture. Shooting will start with the opening Boardwalk parade Tuesday (5), to be followed by the filming of all contests in Convention Hall.

First Season's Biz Okay For Rebuilt Toledo Spot

TOLEDO, Sept. 2.—Operation of a new amusement park at the site of old Toledo Beach here has been marked by surprisingly good business despite only partial development of the project.

The New Toledo Beach operating company is headed by Virgil Gladieux, president, and Nelson Gladieux, vicepres and managing director. The Gladieux brothers are known in Toledo as operators of Buddy's Catering Service which serves Toledo Sports Arena as well as business and industrial concerns.

Site is 15 miles north of Toledo and 47 miles from Detroit on the shore of Lake Erie and was leased for 10 years. Approximately \$175,000 was spent on construction and improvements this season.

Buildings, Rides Added
New buildings this year include bathhouse, Arcades, outdoor skating rink, remodeled ballroom, office and various stands. Railroads has large windows giving view of the lake and cafe and bar. The park has four major rides and five kiddie rides.

Folky of charging 25 cents per car ride is a surprise in this area and has worked out satisfactorily. There is a four-mile paved driveway leading from the highway to the gate.

A heavy advertising budget has been angled to newspapers, radio and tack cards. Reduced price set-ups have been used extensively thru tie-ups with grocery stores and other firms. Harlan L. Walters came from Meadowbrook Park, Tiffin, O., where he had been manager for 10 years, to become manager of New Toledo. Walters has alternated his park post with a schoolteacher's position in recent years.

Industrial picnics have been a major factor, with two picnics drawing 5,000 each. These were seen as sizable crowds for the relatively small area now opened for park purposes. The two were Toledo Edison Company and Champion Spark Plug Company. Bookings for outings continue thru September 17.

Former Tractor Picnic
Average Sunday crowds have been running as high as 8,000 persons; however, cool weather slowed some recent week-ends.

The 250-acre park was well known in the pre-World War I era, when

special interurban cars were operated by the Toledo Traction Company, then park owner. Scope of the operation gradually dropped and, with the Coaster and other rides removed, the spot was little more than a picnic park during the depression years. It has been closed entirely for about 10 years. Only one of the old structures, the ballroom, was found to be in usable condition when thick undergrowth was chopped out this spring. It required much overhauling.

Plans for next year call for extension of the 1,700-foot miniature railway. The bathhouse may be relocated. Development of four miles of winding lagoons or canals in the park into a major boating and canoeing attraction is also planned. Shelter in the picnic area, layout and drainage of a large parking section, and additional major rides, including a Merry-Go-Round, are planned as major additions for 1951.

The Concessionary, William H. Toledo, headed by Brad Brockway, operates four of the Kiddieland rides, the miniature railway, popcorn and custard stands on the wide, surfaced "boardwalk."

Name Bands Used
Roster of key personnel includes: Nelson Gladieux, managing director; Harlan L. Walters, manager; Louise Rockwell, secretary; Wayne Richards, bookkeeper; Ben Crawford, promotion manager; Earl Tuggles, grounds maintenance; John Cosgrove, chief of police; Clyde Barringer, restaurant manager; William Hawk, ballroom manager, and Marie Szabo, bathhouse manager.

Concessionaires—Concession Supply Company, Harry Harrison, manager; Robert Schoen, roller rink, Jack Kane, manager; Miniature Sports, Inc., miniature golf; W. B. Shumway, Jr., Whip, high strider; Don L. Wain, hole-in-one golf course, Abe George, Arcade; C. B. Routh, pan game and cane rack; Mildred Boardman, novelty stand; Harvey Venia, Charlie McHenry, game; Dietz-Nesley, dart and fish bowl games; Earl Smenner, glass pitch; Fred Stranz, baseball pitch; Max Saxton, photo gallery, and H. Bourquin, skeet shoot.

The ballroom has been using name and semi-name bands over the week-ends. Ray McKinley, Art Mooney, Steve Carlisle and Pee Wee Hunt are among those booked to date.

CONEY ISLAND, N. Y.

By UNO.

Perfect weather conditions over the August 26-27 week-end brought excellent attendance. Finals of the magazine cover girl contest were held August 30.

Carl Klamet and sons Danny, Harold and Milton bought and operated Whip at Surf and West Eighth managed by Dominick Samblin the Sagamore Penny Arcade, game, at the Coney Island Hotel. Willie Richmond, the Sagamore Hotel building and almost two blocks of property adjoining on Surf Avenue now managed by Willie's caretaker; See Breeze Bar and Grille; Sportland Pokero Arcade; Sindell's girl show; Fellman's machine gun game; at the Coney Island Hotel. Another Klamet possession is the Oriole Baths, Boardwalk and West 16th, where Jack Bush is manager. Klamet estimates a 25 per cent slump in biz this season.

Peter Weissman operates two large

arcades on the Boardwalk, one on Ravenhall's property and one on Steeplechase. Former operator Dominick Sadoni, Charles Applebaum, Irving Fink and Irving Manekin. Later has Al Rosetti, Hank Vecelio, Sam Sander and concessionaire Albert Weissman also has a wine and liquor package store on Bay Parkway, Brooklyn, where former Milton and Esther Theresa Serber are in charge.

Among Coney oldies who go back to the good money concert hall days when it was dollars instead of dimes for ops and concessionaires are Paddy Shea, Charles (Coney) Smith, George Silverman, Louis and Harry Sidkin, Harry Rosen, Harry Reiser, George Moser, I. H. Klein, Max Brenner, Charles Adler, John Larkin, Jean and Marie Gordan, Jimmie and George Gordan, Johnny DeRico, Harry and Anna Nelson, Herman (See Coney Island, N. Y., on page 79)

Olympic Grabs Unexpected \$\$\$; Pool Dip Hurts

IRVINGTON, N. J., Sept. 2.—Olympic Park here enjoyed unlooked for hearty takes over last week-end according to state Treasurer Robert Guenther. He said that business was considerably better than is normally expected at the tail-end of a season. Olympic shutters Sunday (10).

Swim pool biz at the spot has been off all year from last year's mark, Guenther reported. With a break in the weather, Guenther expects the park to make up most of ground lost as compared to last year. As of July 31, biz was running 9 per cent behind the figure registered at a comparable period in 1949. Major portion of this year's decrease is attributable to the pool loss, he said.

Free attractions in over last week-end, were Don Fransero, trapeze; Ray Royce, unicycle juggler; Emil Pallenberg's Snodgrass, the bear; and Louis and the Oliver Sisters.

Kiddieland Biz Off in Detroit

DETROIT, Sept. 2.—Business for Motor City, Detroit's oldest Kiddieland, has been off 25 per cent this season. Conversion from kiddie to general park operation has been in progress all season and the construction work is expected to slow business until it is completed.

New Dodgem building is now under construction.

Fixed season for the newly expanded park has not been enough to set the park-going habit among enough persons.

Business for other Detroit spots continues to falter and ops are not optimistic about making up the difference with a last-minute Labor Day spurt. Picnics have been the mainstay but have not been too plentiful in midweek.

Football Crowd Ups Dallas Midway's Biz To Boost Good Year

DALLAS, Sept. 2.—Football crowd of 51,000 at the Cotton Bowl here Wednesday (30) lifted the midway between the Detroit Lions and Washington Redskins overflowed into the State Fair of Texas summer midway and gave the park one of its best nights of the season.

Fred Tennant Jr., superintendent, said the midway has had one of its biggest years since 1947. Baseball at the Cotton Bowl, prison rodeo at the grandstand and big Negro and July Fourth celebrations boosted business.

Midway closes September 17 to prep for the fair, which opens October 7.

Crowds Dip at Conn. Spots

BRIDGEPORT, Conn., Sept. 2.—Drop in attendance of about 10 per cent at Connecticut State parks and beaches this summer is blamed on cool weather by Donald C. Matthews, director of the Parks and Forest Commission. Matthews said that when calculated exactly, the drop probably would not be too great.

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Strong Finish Is Predicted At Palisades

New Promotions Set

NEW YORK, Sept. 2.—Irving Rosenthal, co-owner with brother Jack of Palisades (N. J.) Park, predicts a top final two-week period if the weather remains good.

He claims that instead of the customary falling off in business experienced at the tail-end of the season, the take at Palisades had been building thru this month. Tie-ups effected earlier this season and coming into action now, plus hypod. advertising, are making the difference, he said. Along these lines, the park has garnered prominent spots in newspaper and radio mediums thru the season.

Rosenthal said that \$2,500 had been spent on a special line of paper to hawk Palisades' bargain week, which will run from Tuesday (8) thru closing day. All rides will be slashed to a nickel and dime during daylight hours. Rosenthal expects the Mrs. America eliminations to be conducted at the park during the week to boost business considerably.

Free attractions to be offered until the closing is the Hollywood Sky Rockets, plus Larry Fotne's ork.

Matrons Vie To Rep State of Maine in Mrs. America Test

OLD ORCHARD BEACH, Me., Sept. 2.—Scheduled as part of an August Days promotion, backed by the local Chamber of Commerce, is a contest to select Mrs. Maine for competition in the Mrs. America finals at Asbury Park, N. J., September 10. Original story (The Billboard, August 19) stated that the competition here was open to all New England women. The contest will be held to choose only a representative of Maine.

Bert Nevins, managing director of the Mrs. America contest, announced this week that White City Park, Worcester, Mass., is conducting eliminations in that State and will sponsor a Mrs. Massachusetts at the finals.

Vincent Ferla, managing director of Rocky Point Park, Warwick, R. I., conducted eliminations in that State and an entry for the finals was selected at the park August 25.

CHALFONT, Pa., Sept. 2.—Seven Philadelphia string bands helped account for a record crowd Sunday (27) at Forest Park here. More than 25,000 persons witnessed band drills at the site of the proposed Forest Park Stadium. The seven units have appeared individually at the park as Sunday free attractions.

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IDEAL BEACH RESORT
Mentelice, Indiana

Detroit Drive-In Gets Full Prices At Kiddieland

DETROIT, Sept. 2.—This area's largest amusement park especially for children, Detroit Kiddieland opened this week as an addition to the West Side Drive-In Theater. The ozoner is one of the region's pioneers and is located on busy Eight Mile Road at the city limits.

Unlike most kiddieland-drive-in operations, this one gives no free rides or special prices at the kiddieland to patrons of the theater. Ride rate is three for 25 cents. Operation is from 6 p. m. to 10 p. m. on weekdays and from 1 p. m. on Saturdays, Sundays and holidays.

Kiddieland uses space at one side of the drive-in entrance and now has 10 rides, including pony, in operation. Attho rides are functioning, landscaping and construction of auxiliary features are incomplete.

Approach is via a decorative bridge, which the park off from the theater. Another entrance will be built from inside the theater for moviegoers who come early with kids.

Rides include a Little Dipper, new type Skyflier, miniature train, Circle 8 Ranch, pony ride, Ferris Wheel and others. Most units were installed by the Americanusement Company, North Tonawanda, N. Y., and National Amusement Device Company, Dayton, O.

Refreshment stand, beach-type umbrellas, picnic tables and two shelters are parts of the Kiddieland. Standard menu of popcorn, hot dogs and coffee is offered. Paving and lighting are to be added to the grounds.

Park-theater is under management of Charles Zack, who has had the theater for several seasons.

A. C. Exec Predicts Top Convention Biz

ATLANTIC CITY, Sept. 2.—Director Al Skean of the convention bureau here predicted booming convention business for this year in the spring and fall of 1951 and during 1952, with large turnouts of the American Medical Association, International and Rotary international setting the pace.

Skean disclosed the convention outlook in a report this week before the annual convention bureau membership meeting. In a review of the past year Skean said the total return from conventions here, including rentals and services amounted to between \$400,000 and \$500,000.

He told bureau membership that the Atlantic City motion picture. On the Boardwalk, story of the resort, had been shown in theaters to 1,763,867 persons. He also announced reorganization of bureau offices in Central Pier.

Building West Indies Park

WASHINGTON, Sept. 2.—An amusement park is being constructed on the island of Aruba in the Netherlands West Indies. Commerce Department said last week. The park will feature U.S.-built rides and will also have a small theater showing 16mm films. Seats for the films are to be included in the admission price to the park.

Kids Hosted at Zoo

PHILADELPHIA, Sept. 2.—Fourth annual Palumbo Day at the zoo here brought 1,000 kids to the spot as guests of Frank and Walter Palumbo, restaurant operators. Hosts also gave an airdrive to the zoo. Orang-utan born at the zoo the same day a baby was born at Princess Elizabeth has been named Princess.

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Ringing Bizz In N. D. Good But Under '49

Feeder Towns Hype Take

ABERDEEN, S. D., Sept. 2.—Business for Ringling Bros.' and Barnum & Bailey Circus clicked along at a good level thru North Dakota this week, although the show closed Wednesday (30), first stop in South Dakota.

Ringing executives were pleased with wheat belt business, although it was somewhat below that of last year.

Two half houses were scored here, with better business at Jamestown, N. D., Tuesday (29), where turnouts added up to four-fifths and three-quarters houses. Bismarck closed Monday (28), with one and one-half full houses, and Minot, N. D., Saturday (26), where two three-quarter houses were registered.

Three-quarter houses also were scored for all performances at Devils Lake, N. D., (25) and Grand Forks, N. D., (24).

First Bismarck Stand

Devils Lake audience totaled 14,000 persons in a town of 7,000. Ringling's stand in Bismarck was the first time the show had made the town with the combined title, and people came from a wide area to watch it. A number of laborers left there to take jobs on a construction project. The Jamestown stand drew customers from many points in the central portion of the State and many spent the entire day on the lot.

At the show, a few men have encountered Daley Bros.' paper in some of the Ringling feeder areas in the Midwest.

Worcester, Kan., formerly an independent circuit-breaker for the Big One but absent from the route in recent years, is back on the Ringling circuit.

Approval of the Dallas City Council for showing there three days starting September 29 has been obtained.

The city ordinance prohibits certain attractions a week before the State Fair of Texas, but the fair, which opens October 7, in the fair, which it approved of the circuit dates.

Morris I. Jaffe, attorney for the fair, also told the council that the circus was negotiating with the State fair board to show on the fairgrounds in the future. Ringling has had difficulty in getting satisfactory results in Dallas in recent years. The show followed the fair in Dallas last year and played to disappointing business.

John Graham Dies; Former Legal Rep

PITTSBURGH, Sept. 2.—John Graham, 81, former legal representative for a number of circuses died at Mercy Hospital here Friday.

Graham was born in Butler, Pa., attended Lafayette College and practiced law in his home town and time he was connected with the Hadenbeck-Wallace, Cole, Sparks and Ringling-Barnum orgs. On recent occasions Graham spent several weeks with the last show.

He was instrumental in having many antiquated Pennsylvania laws repealed in order to induce circuses to play the State, tried, without success, for the last year to have Ringling-Barnum play in Butler.

Graham is survived by a sister, Margaret G. Fouse; a daughter, Margaret, both of Butler, and a son, John, New York motion picture director.

Kelly-Miller Show Skeds Longer Season; Business Continues Big in Indiana

By Tom Parkinson

TIPTON, Ind., Sept. 2.—Al G. Kelly-Miller Bros.' Circus, which has been playing in big business in Indiana this week, will stretch its season into mid-November, Obert Miller, general manager, said here. An extra week at season end will give the show a tour about a month longer than normal, he said. Business for the show has been excellent. Income has been higher than in other seasons, but the nut also is higher and the gross works out at about 15 per cent below last season, he stated. Despite a shortage of workmen, the show has been moving rapidly. Loss of some personnel to the army, plus the closing by others to put their children in school, affected the show two weeks.

Miller said he had found Midwestern territory, brand new for the show, "to be excellent." An earlier tour thru Indiana this season gave the org six big days in seven, so it was routed into more Hoosier towns. The second loop has proved equally good, Miller said.

Kelly-Miller played to a three-quarter matinee and straw night house here Tuesday (29). Shows 15 minutes before the night show didn't discourage circus-goers.

At Noblesville, Ind., Monday (27), the show drew a near-capacity house. A heavy rain in the afternoon was too late to hurt and lighter rains at night apparently didn't deter anyone.

Matinee Tuesday (29) at Evansville, Ind., drew a straw house. The show Sunday stand, drew a straw house in excellent weather. Monticello, Ind. (25), gave a half house in the afternoon and a straw house at night. Winamac, Ind. (24), produced two full houses for Kelly-Miller.

Show's personnel remains virtually the same as earlier in the season. All equipment is in tip-top shape.

FCC Proposals Would Endanger Ringling Radio

WASHINGTON, Sept. 2.—Radio communications system of Ringling Bros. and Barnum & Bailey is endangered by proposed rules of the Federal Communications Commission (FCC), Melvin Hildreth, circus counsel, said today.

Hildreth said several proposed regulations would restrict and perhaps throw out the private radio system started last year. One proposed restriction would limit use of the radio band on which the circus system operates to industrial enterprises turning out commercial products. Hildreth said this would leave the circus out because "a circus sells only amusement."

Another tentative rule would compel licensees of radio in the special band to give 15 days' notice of any change in the site of the radio transmitter. Hildreth noted it would be almost impossible for the circus to give such notice. A third proposed rule would restrict use of the special band to smaller cities, and Hildreth pointed out the show plays both large and small places.

Ringling's radio system is used for communication with trains, lot, light plants, office and personnel buses.

Reach Final Settlement Of Ringling Fire Claims

HARTFORD, Conn., Sept. 2.—Final settlement of claims growing out of the 1945 fire here against the Ringling-Barnum Circus were agreed on here Thursday (31).

Under terms of the agreement, 676 claimants will receive a total of \$3,946,355 in claims. Settlement was approved by over 100 lawyers of the Hartford County Bar, who met with a majority of the circus claims committee.

Polack Gets Top Business At Vancouver

Opens Big at Exposition

VANCOUVER, B. C., Sept. 2.—Early business for Polack Bros.' Circus building unit at the Forum exhibition of the Pacific National Exhibition gave promise of a continued series of sellouts and turnaways. This is Polack's third year at the fair under Shrine auspices.

Any drop in the fair's gate, attributable to the Canadian railroad strike, has not been reflected in circus attendance. The show opened to an overflow matinee Monday (28). Sixteen performances are scheduled in seven days, with two matinees Saturday (2) and again on Labor Day (4). Circus and the fair will be closed Sunday. Forum seats more than 6,000 persons.

General admission is \$1 for adults and 50 cents for children. Reserves go for \$1.50.

Polack made an 850-mile jump in here from Chico, Calif. Next is Seattle, where the show will use the Civic Auditorium rather than the Civic Ice Arena.

Two days' business in Chico was comparable to three last year. The previous stand, Reno, Nev., topped local records.

George W. Westerman hopped from Reno to Denver and Mickey Blue moved from Vancouver to San Antonio. Show has four more dates on the Coast before heading eastward.

Pa. Spot Okay For Hunt Org; 2 Bulls Added

KENNETT SQUARE, Pa., Sept. 2.—Playing here for the first time in 19 years, Hunt Bros.' Circus opened Wednesday (23) to fair business. The show drew a light half-house for the matinee and a light two-thirds at night.

Show came here from Salem, N. J., where it was light Tuesday (22). Millville Monday (21) came thru with two good houses. The show is making a swing of Pennsylvania into town for the fair at Minnola (N. Y.) Fair. Owner Hunt said that although spending along the route had been off, the show managed to score a substantial profit each week.

Bull herd was increased to eight here with the arrival of Capt. Roy Bush and George E. Foster with two latest imports from Italy. Minnola (N. Y.) Fair. Owner Hunt said that although spending along the route had been off, the show managed to score a substantial profit each week.

Visitors here were Mr. and Mrs. Al F. Wheeler, former circus owner from Oxford, Pa., and Mrs. Denny Berkley, Philadelphia showman; Joe Conway, father of the Reo brothers; J. Rudolph Conway, Chris W. Violi Jr., Ed Doyle, Russ Chapman and Johnny Lawler.

Clyde Beatty Moves Slowly To Light Biz

Canton, Zanesville Help

CANTON, O., Sept. 2.—Late arrivals and light business have plagued Clyde Beatty's Circus on its first trek thru Ohio. Train delays and a critical shortage of working men combined to slow the moves.

In fair weather here Tuesday (29) Beatty drew a half-capacity matinee, but a full night house bolstered the week's biz. Matinee was late, although the jump was only eight miles and the layover at Dover was short. Change in lots was forced, the fairgrounds being unavailable at this time, but the substitute site outside the city was in poor condition.

Massillon on Monday (28) was a disappointment, giving a quarter house for the matinee and a half house at night. Matinee was two hours late and weather was cloudy with light rain.

At Dover Sunday (27) the Beatty matinee was more than two hours late and played to a half house. The night show drew a three-quarters house. Difficulties in loading out of Cambridge caused a six-hour delay in arrival at Dover.

At Cambridge Saturday (26) the circus played to two half houses. The picture was brighter at Zanesville Friday (26) where Beatty was the first show of the season. The matinee was a three-quarters house and the night show was capacity. Arrival and matinee were on time at Zanesville.

King's Trouping Okays Oregon

Show assures Macon, Ga., officials it will return there at end of season

REDSFORD, Ore., Sept. 2.—King Bros.' Circus, moving thru Oregon for California dates, played to a half-house matinee and a three-quarter night house here Thursday (28). The show drew two three-quarter houses at Newberg, Ore., Monday (25). Weather has been good.

Rumors that the show might stop in California were dispelled this week when Floyd King, co-owner, notified city council at Macon, Ga., show's usual quarters, that it would return to Macon in November. The council granted permission in May for the show to return.

The city has asked King Bros.' about its plans because two other shows had requested use of the quarters if King didn't return.

Hervey Joins Beatty As Contracting Agent

CHARLOTTE, N. C., Sept. 2.—J. R. Hervey has been signed as local contracting agent for the Clyde Beatty Circus. It was announced here this week by W. M. Moore, general agent for the show.

Hervey has had wide experience as contracting agent, having started with Fred Buchanan's Hobbs Bros. Circus in 1929. Subsequently he held down similar berths with the Sparks, K. M. Hagen, H. Wallace and Daley Bros. shows, and more recently with Cole Bros.' Circus. During World War II he was employed by the New England Building Corporation, South Portland, Me., as assistant personnel director.

CLOSEST FAIR DAYS TO DAY 49

Hot Week-End Weather Cuts Into Gate of California Events

Stockton's 120,000 total down 24,000 from '49—Paso Robles off slightly—Grass Valley annual reports record attendance—Ukiah outpaces '49 figure by 8,000

LOS ANGELES, Sept. 2.—With the mercury soaring above 100 degrees in many parts of California over the past week, approximately 10 district and county fairs which ended their runs Sunday (27) failed to beat the 1,000,000 mark total in 1949. While most of the events were week-enders, the San Joaquin County Fair, Stockton, rounded out its eight-day run with 125,000 as against 149,000 last year. San Joaquin got off to a slow start August 18, when the temperature hovered around 105 degrees. Pari-mutuel handle for seven days' racing was \$816,000, as against \$979,000 in 1949. E. G. Vollmann, secretary-manager, said that decrease was due both to the loss in attendance and the per capita betting. Premium money was in keeping with 1949 when it was \$57,000.

Water Show Builds

Vollmann featured the Christensen Bros.' Rodeo Saturday night (19) and Sunday afternoon, moving in Sam Snyder's Water Follies of 1950 for night grandstand attractions, beginning Monday (21) and running thru the week, with a Sunday matinee. Attendance built each night but dropped on the closing afternoon performance because of the heat.

The San Luis Obispo County Fair (August, 24-27) in Paso Robles, pulled about 30,000 people compared with 32,000 last year. Larry Lewin, (See Torrid Week-End on page 79)

Rain Dwarfs Gate, Gross At Essex Jet.

All Departments Suffer

ESSEX JUNCTION, Vt., Sept. 2.—There was little hope that the Champlain Valley Exposition here would wind up a winner as it headed into its final sessions today and tomorrow. Rain has plagued the eight-day event from opening Monday (28) on. Thru yesterday only one day, Wednesday (30), accounted for anywhere near the usual crowds and grosses. Take that day indicated that the annual would have been very successful had good weather prevailed.

Thru yesterday, nearly two inches of rain had deluged the fair and most of the area from which it draws. It was not possible to present George A. Hamid's night grandstand feature, *The Fantasies Revue*, until Wednesday. Scheduled harness races and a thrill show also had to be canceled. The loss in revenue was considerable and virtually impossible to make up during the current run.

Frank Bergen's World of Mirb Show, on the midway, scored excellent business Wednesday, the only occasion on which full operation has been possible.

An auto thrill show is scheduled for this afternoon and big car auto races, promoted by Sam Nunis, are the grandstand feature for tomorrow afternoon.

Indiana Off To Big Start Despite Rain

Bob Hope Show Clicks

INDIANAPOLIS, Sept. 2.—Indiana State Fair, in the third of its nine-day run today, was demonstrating its strong pulling power by closing 1949 attendance figures despite rain every day thus far. Drizzles, which started at noon today and continued thru the afternoon and evening hours, failed to dim the enthusiasm of the Hoosier fair-goers who tramped over the grounds decked in rain gear.

Opening day, Thursday (31), yielded 21,762 grandstand customers, compared with 21,537 in 1949. Friday's (1) crowd was 35,219 against 34,560 a year ago. Today's turnout, based on an afternoon check, was estimated at close to 60,000, while the first Saturday a year ago drew 68,251. Attendance count does not include children under 12, admitted free all three days.

Today's rain, however, did dampen (See INDIANA STARTS on page 79)

Buckeye Annual in Sock Start But Jupe Pluve Crabs the Gate

COLUMBUS, O., Sept. 2.—Old Jupe Pluve threw a curve at the centennial celebration of the Ohio State Fair which concluded its seventh day yesterday, with the result that total attendance dropped some 15,500 from last year's crowd mark of 362,124.

The annual started off last Saturday (26) in whipping fashion, but fair officials had hopes of passing the 400,000 mark. Saturday's gate was 35,345, against last year's opening crowd of 35,370, and Sunday's crowd of 91,580 was one of the largest ever to jam the State fairgrounds.

Last year's Sunday crowd was 75,428. Monday, with good weather, fell some 4,000 under last year's attendance of 40,139. Tuesday saw 56,682 on the grounds, virtually the same as last year, and rain which fell Tuesday night came too late to have

Timonium Bond Sale Launched To Save Plant

TIMONIUM, Md., Sept. 2.—State-wide campaign was launched Monday (28) in Baltimore for the sale of bonds to finance purchase of Timonium Fairgrounds from the Maryland Jockey Club, according to William Schluderberg, member of the Timonium board of managers.

Action followed an announcement by the club last week that the fairgrounds would be sold to procure funds for improvements at Pimlico race track. Club checks \$500,000 for the property.

Fair group is in competition for the site with a Baltimore tool manufacturer. At a meeting held on the grounds 250 persons pledged a total of \$200,000 toward the purchase price. A group of Baltimore banks has offered to lend the additional \$300,000.

When Timonium opens Wednesday (30) for its annual 11-day fair, bonds in \$500 denominations will be sold at booths. Purchaser will receive 5 percent interest on the bonds and will be entitled to buy one share of non-profit stock at Timonium, priced at \$5, Schluderberg said.

Ottawa Talent Pact Awarded to Hamid

OTTAWA, Sept. 2.—Manager H. H. McElroy, of the Central Canada Exhibition, this week announced that grandstand attractions for the 1951 event will again be supplied by George A. Hamid & Son Agency of New York. Altho the auditing is not complete, McElroy said that grandstand attendance was in the neighborhood of 69,000, a new high.

The night show, Hamid's Grand Stand Follies, received glowing reviews in the press. The attendance on several occasions reached turn-away proportions.

McElroy also announced that the World of Mirb Shows would again supply midway features in 1951.

much effect on grandstand attendance or midway and concession spending. A steady, all-day rain Wednesday and Thursday cut considerably into attendance, Wednesday dropping some 15,000 from last year's 70,403 and Thursday falling some 6,000 behind last year's mark of 66,449. Get-away day, Friday, was also marred by heavy rains in the afternoon and at night. Gate admission was 60 cents, tax paid, with children under 12 admitted free.

Gooding on the Midway

Floyd B. Gooding's combined No. 1 and 2 units flashed the midway with two Merry-Go Rounds, two Ferris Wheels, Caterpillar, Looper, Screwball, Hurricane, Rolloplane, Flying Scooter, Tilt-a-Whirl, Rocking and Floyd Smith's Little Dipper and Roll-

(See Rain Cuts Gate on page 79)

Sets Two New Daily Marks

Rain cuts turnout early in week—rail strike has little effect—Kaye clicks

TORONTO, Sept. 2.—Canadian National Exhibition topped the million-gate mark during the first two days of its run here (August 25-September 2) and exceeded the corresponding 1949 figures by 7,500 persons.

Comparative daily attendance figures follow:

	1949	1950
Friday	103,700	107,500
Saturday	264,000	287,000
Monday	197,500	172,000
Tuesday	178,000	167,000
Wednesday	187,500	227,000
Thursday	181,500	178,500

By Thursday night (31), 1,119,000 had entered the grounds, compared to 1,111,500 in the same period last year. Ticketations were the despite the Canadian railroad strike, attendance records would have been broken if it hadn't been for two days of rain.

Little Strike Damage

As it was, two daily records were set. The opening day's 107,500 set one mark. Last year's opener drew 103,000. Wednesday (30) set a record when 227,000 turned out. The old high was in 1927, when 222,000 came in.

Rain was blamed for lower figures Monday and Tuesday (28-29). The exposition closed Sunday (3).

Despite the rail strike, which ended Thursday (31), most of the agricultural exhibits arrived. Trucks were used to bring in some of them. Hardest hit by the walkout were grain exhibits from Western Canada.

Danny Kaye's grandstand show, presented nightly, is virtually sold out. Tickets ranged to a \$2.50 top, were gone by Thursday except for a few ducats available each day for out-of-town customers who line up at the box office each morning. Last of the regular run of tickets for top rows on the final night, were sold Wednesday and Thursday. None of the performances has been lost despite the rain.

No decision has been announced regarding possibility that the Kaye show might be held over beyond the exposition's closing date. Last year the Olsen and Johnson show was held over.

Afternoon grandstand attraction is the Hoffman thrill show and Hamid Morton acts. George Hamid, responsible for acts here for 25 years, was on band one day to keep his record of not having missed a grandstand show here since 1910, when he appeared in a tumbling act.

J. W. (Patty) Conklin's midway business broke all records for the first two days (25-26) but dipped sharply in the poor weather on Monday and Tuesday. Return of good weather Wednesday brought new throngs to the fun line-up. New double Ferris Wheel was getting most of the play.

Contributing to Conklin's upward bias is the reduction of the amusement tax, allowing lower admissions.

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beginning NOVEMBER 4

Ottawa Ex Draws 45,771 To Set All-Time Gate Mark

OTTAWA, Sept. 2.—A record 45,771 attended the 57th annual Central Canada Exhibition which concluded a six-day run here Saturday (26). The annual total of 1,949,000 for 1950, the 1948 attendance was bested by a notable 102,021.

On five of the six days 1949 attendance marks were shattered. Only miss record of Wednesday (23), 45,805, registered was only 457 under the previous year.

Comparative figures follow:

	1950	1949	1948
Mon. (21)	45,771	42,985	42,900
Tues. (22)	45,332	45,474	44,201
Wed. (23)	45,805	46,816	46,140
Thurs. (24)	46,791	47,209	46,341
Fri. (25)	46,204	47,470	46,577
Sat. (26)	46,837	48,978	47,424
Totals	451,771	483,995	474,747

The closing day crowd represented the equivalent of half of Greater Ottawa population. All segments benefited, with the George A. Harris grandstand attraction playing to turnaway crowds, while World of Mirth show, ride and concessions units handled capacity business.

The dining room was at premium front of the bandstand where the Royal Canadian Air Force Band gave a concert and Tex Bencke and his ork played to capacity crowds.

Termed Best Ever

H. H. Elroy, general manager, said the annual was the most successful from every standpoint in history. While figures were not complete, he said that grandstand at-

tendance was around the 69,000 mark. Entries in all 25 departments of the exhibition also constituted a record.

A feature of the week was the opening of the new \$450,000 livestock pavilion, a steel and concrete structure. Each of the three floors contains 20,000 square feet. The first floor contains accommodations for 257 cattle and the second floor has stalls for 210 horses. The top floor is used by junior farmers and for other purposes. Each floor is equipped with plumbing for animals and each contains ample showers and toilets. All stalls are removable so that the building can be used for display and other purposes.

Despite the increased facilities provided by the new structure, it was necessary to erect five tents to accommodate 100 horses. The new structure supplemented the Coliseum which provides facilities for about 350 cattle and the second floor has thought that the addition would eliminate crowded conditions for at least several years, but space remains at a premium.

Fine Weather Thrust

Principal factor in attaining the record gate was the fine weather which prevailed thruout the week. A light shower on Friday night had little effect on attendance which topped the corresponding day in 1949 by 20,000.

President W. A. Armstrong pointed out that attendability was especially notable in view of the railroad strike which curtailed traffic in the dominion thruout most of the showing. It was necessary for 33 attendants to handle the parking areas.

Many food and game concessionaires ran out of supplies before closing time.

The first International Day, which featured Governor Dewey of New York and Premier Frost of Ontario, was the first of a series of days to be continued with notables from the United States invited to participate each year, McElroy said.

Picture Is Bright At 3 N. C. Expos

ROCKY MOUNT, N. C., Sept. 2.—With wholesale tobacco prices at a new 32-year high, success of the three North Carolina fairs at Elizabeth City, Greenville and Rocky Mount seems assured, according to Norman Y. Chambliss, manager of the three annuals.

Elizabeth City Seven County Fair, which opens September 17 for seven days, has erected a new exhibit building, as well as new rest stands and rest rooms. Attraction line-up there will include harness horse racing, Jack Kochman auto thrill show and the new Interstate Fireworks Company, Dayton, O.

Prell Broadway Shows will play the midway at all three fairs. Agricultural premiums at all the annuals will be \$3,000.

South Korean Envoy On Plainville Program

PLAINVILLE, Conn., Sept. 2.—A South Korean ambassador to this country will be present tomorrow (3) during farewell ceremonies for the recently activated and departing 43rd Division of the U. S. Army at the Plainville Fair and Exposition, which opened yesterday (1).

Among those present for opening ceremonies will be Roger Gleason, State director of civilian defense; Selectman Ronald Hyatt, of Plainville; Mayor John L. Sullivan, of New Britain, and Col. F. W. Turner, of the 43rd Division.

Polio Knocks Out Galax, Va., Event

GALAX, Va., Sept. 2.—Possibly the first annual to be canceled this year because of polio was the Galax Agricultural and Industrial Fair, scheduled for August 21-26.

John H. Marks Shows had been slated to play the fair. The org this week played Roanoke (Va.) Fair. Two cases of polio were eliminated in Carroll County, where Galax is located.

G. G. Addins, fair president, and other officials of the annual are attempting to hold the fair the last week of this month or the first week in October.

Number of polio cases recorded in the State this year is 547, with Western Virginia experiencing an epidemic.

Sacramento Off To Good Start; Aims at 700,000

SACRAMENTO, Sept. 2.—The 11-day run of the California State Fair got underway here Thursday (31) with Crafts 20 Big Shows featuring the midway and Frolics on Ice as a grandstand attraction. With a 1949 attendance of 698,233, the annual expects to reach 700,000 this year with the first three days' attendance and other factors indicating that the goal will be reached. In its favor will run thru Monday (4).

On the same bill with the Ice Frolics on Ice, featuring Belita and Red McCarthy in addition to other acts, will run thru Monday (4). The Sportsmen, group foursome heard on the Jack Benny radio show. Opening Tuesday for two nights is the Andrews Sisters' revue with the Brothers, comedy; Johnny O'Brien, harmonica player, and Johnny Molinari, accordionist. Coming in on Thursday (6) for three days is a show headed by Dick Haymes, the Modernaires, singing group, and Hung Wang and Chan, acrobatic troupe. O'Brien and Dolinar are being held over from the Andrews Sisters show for the Haymes stint. Closing the run will be Bob Crosby replacing Haymes as the star for the Sunday night (10) performance.

In addition, Neddie Bagg, local baritone, is featured thruout the 11 days and directs a male chorus composed of residents of the area. A fireworks display is presented nightly.

Grandstand attraction tickets are 60 cents for general; \$1.20 for reserves and \$1.80 for box seats.

Show is being produced by Adrian Award and backed by the Board of the Music Corporation of America, Beverly Hills.

Horse show entries for this year's series will run from 380 in 1949 to 460. Livestock entries have filled all barns to capacity.

Imperial, Calif., Annual Adopts UN Theme for '51

IMPERIAL, Calif., Sept. 2.—The California Midwinter Fair in 1951 will dramatize the United Nations theme and ideals, D. V. Stewart, secretary-manager, announced. The project is considered particularly fitting because of the many nationalities represented by workers in the Imperial Valley, only a dozen miles from the Mexican border.

Plan calls for a queen of a different nationality to reign over the fair each day during its 10-day run. As each queen presides over the annual, her nation will be honored by folk songs, folk dances, handicrafts and products.

Reading, Pa., Adds Sinatra And Colonna

To Show First Two Nights

READING, Pa., Sept. 2.—Three topflight entertainers, crooner Frank Sinatra, comedian Jerry Colonna and the Arthur Godfrey thrush, Janette Davis, will headline the grandstand show the first two nights of the Reading Fair, which opens an eight-day run Sunday (10).

The name performers will appear in conjunction with regularly scheduled stage shows. The Monday show, the first of the week, will include semi-final judging in the Miss Reading Fair contest.

A special feature of the Sunday night show will be the participation of Berks County couples who will observe their golden wedding anniversaries in September. Fair Pressy King & Gills will present them with gifts on behalf of the fair.

Hamid Attractions

Night shows thru the remainder of the run will feature George A. Harris' Rotaries Revue plus the Aerial Snyder, Five Amandis, Three Barretts, Amadori Trio, Bob Parry, Three Rays, Paul Raak, Ira Watkins and the Chaper and Sylvia's Dogs. Music will be provided by the Reading Fair band under the direction of George Haller.

Finals in the beauty contest will again highlight the stage show on Saturday night (16). Since 1946, the beauty contest has consistently attracted the largest grandstand attendance of the week.

Grand Circuit harness races, AAA big car auto races and automotive events will be featured. The Jack Kochman's Hell Drivers will appear on opening Sunday afternoon, harness races will be presented Monday through Thursday. The Joe Chitwood's Auto Daredevils on Saturday afternoon and big car auto races promoted by Sam Nunis on closing Sunday afternoon.

55C Salk Purse

The five-day sulky race program again will be the only Grand Circuit competition offered in Pennsylvania. Purses for the meet total \$5,400.

Five special days for school children in six counties are scheduled. Fair exco said the roller rink located on the fairgrounds will be turned over to the youngsters for skating and youth activities. For the past several years it has been used to house a quiz show during fair week.

Gladwin Gate Estimated at 20,000

GLADWIN, Mich., Sept. 2.—The free-of-charge Gladwin Fair drew an estimated 20,000 attendance in its four-day run which closed Saturday (12).

Grandstand revue produced by Henry H. Luaders, of United Booking Association with Mac McMillan as stage manager, played to capacity three nights.

Grandstand admission and parking both were priced at 50 cents. Lee's United Shows were on the midway.

Melville Breaks Even

MELVILLE, Sask., Sept. 2.—Melville Agricultural Society reported itself "even" financially on its summer exhibition and is studying the possibility of a fall show this year. Show would be indoors and would have poultry and grain competitions and farm equipment displays, as well as entertainment features. Rowland Williams is president.

Bridgewater Re-Elects

BRIDGEWATER, N. S., Sept. 2.—All officers of the Bridgewater Fair Association were re-elected with A. W. Hebb named honorary president; Harley Wile, president; Harry Croft, vice-president, and W. J. Crouse, secretary-treasurer and manager. Plans are nearing completion for the September fair.

Sedalia Chalks Up A-1-Time Gate Record

Pulls 360,021 Despite Rain

SEDALIA, Mo., Sept. 2.—The Missouri State Fair, despite rain on two of its final three days, broke all past attendance records and wound up its eight-day run here Sunday (27) with a final front-gate count of 360,021, topping last year by 48,000. A new one-day record was also set opening day, Sunday (20), when 71,226 poured into the fairgrounds.

W. E. (Bill) Preston, secretary, attributed the increase to general good weather throughout the run and excellent economic conditions in this agricultural area.

Grandstand business was good throughout. Final program of grand circuit horse racing was lost to rain Friday afternoon (25). The Ernie Wirth revue went on that night, although it played to abbreviated crowds, the revue's Saturday night finale drew a sizable attendance.

Special Spectacular, which cracked the grandstand attendance record on opening day with an overflow at the big car race meet, also topped big car races and Saturday afternoon stock car meet.

Johnny J. Jones Exposition, hampered by cool nights and the rain, was reported to have done business on a par with 49 fairs.

Premiums Top 10G At Great Barrington

GREAT BARRINGTON, Mass., Sept. 2.—Barrington Fair Association will offer \$10,200 in premium awards for the annual here September 2-10. Edward J. Carroll, association president, announced that organization will offer \$6,500 of the total premiums and the State Department of Agriculture, \$3,700, the highest amount ever offered at the annual.

Breakdown shows that \$2,000 is being offered in the 4-H youth division, \$4,000 in the junior classes, \$512 in artificial breeding classes, \$750 in adult poultry classes, \$940 for draft horses and \$1,900 for real exhibits.

Auburn, Calif., Accepts Bid For Barn, Dance Platform

AUBURN, Calif., Sept. 2.—The 20th Agricultural District Fair, which opens September 10 for three days, has tentatively accepted a bid of \$16,948 for the construction of a dance platform and livestock barn. The assistant district controller entered the lowest bid which, however, was \$3,000 in excess of the \$14,000 scheduled for the work.

The annual will all out in late evening a kid day September 23, and L. E. Morgan, secretary-manager, has named a six-man advisory committee to assist in planning the event. The Turlock Cavaliers, mounted junior horsemen, will supply the principal entertainment feature.

Santa Ana, Calif., Annual Gets 2 New Board Members

SANTA ANA, Calif., Sept. 2.—Gov. Earl Warren has appointed two new board members to the Orange County Fair board of directors. Irvin C. Chapman, Fullerton, former mayor, replaced Glen C. Woolley, Fullerton, and William W. Mitchell, local rancher, was named to fill the vacancy caused by the death of Aaron Buchanan, Doheny Park. Roy N. Edwards, Orange banker, was renamed.

State Scrutiny Continues

N. C. Commissioner Outlines "Bona Fide" Status Minimums

RALEIGH, N. C., Sept. 2.—North Carolina annuals are entering their second season of close scrutiny by the State Department of Agriculture. Although the board of agriculture has not completed its regulations governing agricultural fairs, it is understood that annuals will have to meet requirements outlined in a department letter signed by Commissioner L. Y. Ballentine, or forego the privilege of using the word "fair" in their title.

Move to build up the status of North Carolina fairs and at the same time curtail the multiple highway promotions which were merely carnival dates, has been under way for several years. Move was sparked by Dr. J. S. Dorton, manager of the State Fair, Raleigh, and State Fair, Charlotte, and Cleveland County Fair, Shelby, with the co-operation of the North Carolina Association of which Dorton is president; Ballentine and Gov. Kerr Scott.

Score Cards for Fairs

Last year inspectors filled out a score sheet covering every department, including fun features, associated with a bona fide fair. Each fair has received a copy of the score card, together with the commissioner's letter which outlines the necessary requirements for good standing.

The commissioner wrote: "We feel that any fair to be classed as an agricultural and educational fair should meet the following requirements: Not less than 100 agricultural exhibits as indicated on the score card—not less than 50 bona fide individual exhibitors. Each department as outlined in the score card to have at least three exhibits or the equivalent in added exhibits in any other listed or equivalent department, but in all instances as many as 50 per cent of departments must have three or more bona fide exhibits entered by competitive exhibitors."

Public Support Necessary

"All fairs must show to the satisfaction of the commissioner of agriculture that they have the support of the general public, the agricultural, educational and industrial organizations and leaders in their communities. It has been conclusively proven, and our experience last year in checking the fair of the State confirmed this fact, that it is impossible for a fair as set forth in general statistics, which does not have this type of support, to meet the standards of a real agricultural and educational fair."

The letter also stated that adequate buildings and exhibit facilities were necessary, but promised a "reasonable" length of time for their accomplishment. It also stated that all premiums were to be entered in the fair and that premiums should be at least equal to 10 per cent of gross receipts and in no case less than \$1,000 for the entire year of community events. All fairs having and operating a race track must offer premiums to bona fide exhibitors.

New Marks Predicted

For Middleboro, Mass.

MIDDLEBORO, Mass., Sept. 2.—President John Gibbohy, of Middleboro Fair, August 27-September 2, with six days of eight-cent horse racing, said he expected figures to show pari-mutuel and attendance records broken for the annual.

Governor's Day was held Thursday (31), with a free gate for children. Toleman, Jr., Francis Hal Sayers, unicycle; Francis the Mule, Uncle Ezra and Topsy, Texas Dolly and her Melodians, and the Brooks, comedians.

equal to or greater than those offered for the races.

At the close of the 1950 season, each annual is to mail the commissioner a narrative copy of all total receipts and disbursements in detail.

The score sheet covers six major classifications: exhibits, facilities, entertainment, religious and civic organization participation, community talent exhibits and sanitary conditions.

Altamont, N. Y., Crowd Doubled

ALTAMONT, N. Y., Sept. 2.—Altamont, Schenectady-Greene Twp. County Fair here from August 21 thru 29 drew 36,368 persons, as compared with a 1949 figure of slightly more than 17,000.

Doubled attendance was attributed to an all-out advertising campaign that included newspapers, seven radio stations and a good deal of billposting. Good weather prevailed, except for closing day afternoon, when showers hurt the night gate.

Grandstand and midway attractions were Col. Jim Eskew's JE Ranch Rodeo and Coleman Bros. Shows, both of which had good weeks. Three days of harness racing drew grandstand crowds of only 1,288 persons. With stable facilities taxed to the limit, the possibility emerged that harness racing might be discontinued at the fair.

Children's Day drew 5,000 kids. For the first time, exhibit buildings were open until 11 p.m. through the fair run.

Carl W. Lohnes, for the year secretary and manager of the Rensselaer County Fair, assumed the secretary's post here during the summer upon the death of Frederick E. Keenleyside. Fair directors are planning a new, re-arranged entrance for next year's edition of the annual, as well as more action programs for the day performances.

Kutztown, Pa., Tabs Biggest Single Day

KUTZTOWN, Pa., Sept. 2.—Fair officials at the Kutztown Fair, which ended Saturday (26), termed it the biggest day in the annual's history. All attendance records were broken as 30,000 persons passed thru the fair.

Parking lots surrounding the fairgrounds were packed by 9 p.m. and ticket stands were jammed until late that night.

North Ala. Stresses Livestock

FLORENCE, Ala., Sept. 2.—C. H. Jones, secretary of the 16th annual North Alabama State Fair which opens September 18 in Fair Park here, said plans have been completed for the biggest farmer's fair in association history. Facilities have been expanded and additional classes and premiums have been added for livestock exhibits, with emphasis on cattle. A daily two-hour grandstand circus has been booked, along with the Royal Crown Shows for the midway.

Terryville Dates Sept. 16-17

TERRYVILLE, Conn., Sept. 2.—Terryville Country Fair will be held here September 16-17. Francis Ryan, president, announced. Local Club, sponsor of the annual, recently closed a long-term lease on the 40-acre site.

Record Gate Registered at Cortland, N. Y.

Strong Talent Bill Aids

CORTLAND, N. Y., Sept. 2.—Attendance at Cortland State Fair here, which ended Sunday (27), was ahead of any previous year, according to the estimate of Harry B. Tanner, fair manager.

Wake Up and Sing revue, booked by the Frank Wirth office, New York, and Bill Holland's thrill show, grandstand attractions scored heavily. Business was good thru the week, with Tony Pastor's act providing a special feature Wednesday night (23). Walter Stebbins Speedway staged big car races Saturday afternoon (26) before a packed grandstand.

Acts with the Wirth revue included the George Hanfford Family, comedy equestrians; Les Kimrie; Robert's Comedy Circus; Kay and George, trampolines; Jack and Jennie, juggling cyclists, and Chai and Somay.

Specialties in the revue were Tom and Ruth Rafferty, Panter's Vagabonds, Alphonse Berge and the Great Drapoo. Shrine Night Show was over big with the local Shrine donating more than \$4,000 worth of prizes which were given away that night in connection with the appearance of John Reed King, CBS quizmaster.

Music was provided by Mickey Draivian and his band, booked thru the Wirth office.

RAS Outraces 1949 St. Paul Biz 1st 6 Days

See 200G Ride, Show Gross

ST. PAUL, Sept. 2.—Despite a Monday (28) drought, Royal American Shows at Minnesota State Fair here thru Thursday (31), sixth of the 10-day event, were running ahead of 1949 records, according to Carl Sedlmayr, RAS owner.

With last year's gross after taxes \$180,978, indications are that Royal American will top that total by possibly \$20,000 if given good weather thru Labor Day, closing day.

Sedlmayr said Saturday and Sunday (26-27) grosses were one-third ahead of a year ago. Monday's rain-out wasn't entirely a bummer. Tuesday (29) resulted in a 55 per cent boost in grosses over year ago. Good weather and crowds boosted biz Wednesday over the same day last year.

Lorow Show in Front

The Monday rainout spoiled the traditional Children's Day business, but this was more than made up when Thursday (31) was designated as kid's day and the moppets rushed the gates early and all day.

Lorow brothers' Side Show was the top money draw on the midway grounds, with Bonnie Baker and her original Broadway company in second place. Trailing the two were Leon Claxton's Harlem revue. The Lorow unit was reported to have grossed \$5,000 Sunday (27).

The Side Show stepped out ahead of the Bonnie Baker unit as la Baker (See RAS Sees 200G on page 86)

C&W Pars '49 First 3 Days At Ind. State

INDIANAPOLIS, Sept. 2.—Cettlin & Wilson Shows, in the third of a nine-day stand at the Indiana State Fair today, was chalking up grosses close to 90 figures for the same period and was accomplishing this feat despite rain all three days.

Children, admitted thru front gate free today for the first straight day, ignored the drizzle, which started at noon, and gave the rides a sizeable play. A 9-cent ride was held for the first time at the fair Thursday (31) and even the skies opened up for the better part of the day, midway takes were only 7 per cent below the 1949 opening day. Intermittent rains Friday (1) permitted rides to operate at near capacity between the showers, making up the previous day's loss.

Org's shows were registering good takes considering the weather. Raynell's Girl Show, the Minstrel unit and Money Speedway are leading the back-end.

Izzy Cettlin and Jack Wilson, org's co-owners, again played host to State officials and members of the fair board Wednesday (30) at their annual pre-venue supper. Following the repeat the guests, plus 150 newsworthy radio reporters, crowded the midway and attended a floorshow in the Raynell Girl Show top.

Good publicity breaks were scored, with reports on the front pages of Indianapolis newspapers almost a daily occurrence. (See C&W Pars '49 on page 86)

Concession Strike Forces PNE To Banish Ban on Money Games

VANCOUVER, B. C., Sept. 2.—Pacific National Exhibition directors' plan to have a midway with all wheels and games paying off in merchandise this year backfired with a loud swoosh. At 10 p. m. Wednesday (30), opening day, the entire midway went on strike. All lights were turned off in the booths, and the show and rides shut down.

Led by John Beck, Californian owner of Pacific Northwest Shows, independent shows and concessions operated by Canadians and Americans alike were in one accord and for one hour and 15 minutes the PNE had no midway with the exception of the northern section which is occupied by the permanent Happyland Park. As there was a fireworks display about this time customers were under the impression that lights were dimmed purposely.

Peace Reigns Again

After a hurried meeting a committee of directors passed the word along to all showmen that money play would be reinstated and peace reigned again with business on the upswing till well after midnight.

Beck previously had asked directors to allow the money play would be reinstated and peace reigned again with business on the upswing till well after midnight.

Of the midway shows Zornia and her Garden of Nudists revue is the top grosser, with Ford and Harris, Harlem, a Poppin, a close second.

The two Ferris Wheels top the rides with the Tilt-A-Whirl and Octopus Show. In Kiddieland the Little Skippy is leading.

Biz Even With '49

Business on the midway is on a par with 1949 notwithstanding a main gate drop of 30 per cent attendance. The fair board sold 15 per cent less ground space to concessionaires than last year to avoid over-crowding. Pacific Northwest Show has 90 concessions, 10 major rides, 7 Kiddieland rides and 3 shows. Len Mantell, manager of the Bert Levey Seattle office, has five shows. Happyland Park,

which merges with the midway on the north, has combined 7 shows and 20 concessions.

Pacific Northwest Shows had played four weeks in British Columbia previous to their fair date. The staff consists of John Beck, owner; Danny Ferguson, business manager; Mrs. J. Beck, treasurer; Bill Blair, general agent, and Bill Schofield, auditor.

Weather Cuts Gooding 15% at Ohio Fair

Spending Hype Noted

COLUMBUS, O., Sept. 2.—The Floyd E. Gooding Amusement Company, playing its 30th engagement on the midway of the Ohio State Fair here this week, started off last Saturday and Sunday (26-27) with business considerably ahead of last year's first two days, but rain which started Tuesday and continued almost steadily through the run of the fair, ended yesterday (1), cut over-all business some 15 per cent under last year's take for the seven-day stand.

The Gooding org, sparkled the Buckeye annual's midway with 13 major rides, a Kiddieland of six rides, a Funhouse and the Barnes Monkey Show. General Manager Floyd E. Gooding, combining his No. 1 unit, piloted by John F. Enright, and the No. 2 unit, headed by George Boulik, for the local engagement. Charles Clymer was in charge of the office wagon here, assisted by Joe Gaskell. Enright moved the No. 1 unit out of here today. The Montgomery Ward Co., Dayton, O., with the No. 2 unit set next week at the Van Wert County Fair, Van Wert, O.

The fair season to date, Gooding (See Gooding Cut 15% on page 86)

Rain Millutes WOM Gross at Essex Jct.

Single Clear Day Big

ESSEX JUNCTION, Vt., Sept. 2.—To date Frank Bergen's World of Mirth Shows have wallowed in mud and have seen only a small percentage of the show. The rain at the Champlain Valley Exposition here. With only today remaining, there is little likelihood that the former top grosser will be approximated.

In a sense, it was a running out of luck for the World of Mirth, whose exec last week managed to engineer a move that showed the rain out of the strike-bound Canadian railroad system. The org was the only train to move over Canadian roads during the duration of the strike. The move made it possible to keep the date here as scheduled.

Special Move

Special move was made possible under a dispensation from President A. R. Mosher, of the Canadian Brotherhood of Railway Employees, and the joint strike committee, representing 11 unions. The lone movement necessitated the operating service of the Canadian National Railways from the Bank Street yards; the taking over of the special by the New York Central at Deep Cut, only a half mile away; the operation of the Canadian Pacific Railway tower at Hurdman Junction, a switch to the Rutland Railroad at Norwood, N. Y., and finally, the change-over to the Central Vermont Railroad at Alburg, Vt., for the last lap here. It took only 20 minutes to clear the 40-car train at the border.

First Bad Weather

Thru last week, when the shows played the Central Canada Exhibition, Ottawa, Ont., there was only one night in the season to rain, despite the fact that the weather in its usual territory had been exceptionally bad. At this spot the org has had most of its potential biz washed out by two inches of rain.

Only clear day was Wednesday (30). Conditions were unusually large and the midway take was exceptionally good, since it probably reflected a large measure of post- (See Rains Hurts WOM on page 86)

Coleman, Buck, Manning Get Big Takes at N. Y. Annuals

NEW YORK, Sept. 2.—New York State annuals have been paying off about as well as the Coleman Bros., O. C. Buck and Ross Manning shows.

Increases up to 50 per cent over last year have been reported and outlook for the remainder of the season is equally bright. Unaccountably, ride patronage is reported on the increase while attendance at all types of show units has dipped.

Altamont Up 50%

At Norwich, Dick Coleman is rounding out a week of increased take year have been reported and outlook for the remainder of the season is equally bright. Unaccountably, ride patronage is reported on the increase while attendance at all types of show units has dipped.

Buck, at Morris, also reported running 50 per cent ahead of 1949. The previous week at Malone business was reported to be up 30 per cent as the rides were said to have topped

1949 by a respectable \$3,000, while the total gross for show units dipped about 10 per cent. Similar experience with ride takes increasing while the show attractions fell off were reported by Coleman.

Manning Beats Weather

At Ball's Bluff, a new spot for Manning's business was said to be despite inclement weather. One stanza, despite constant rain, resulted in a good gross. Stockport was also good for Manning outfit.

At Rinebeck rain was hampering the King Reid operations. Annual business for Reid is several in the State carded by Reid.

If business holds up for each of the above orgs, all will have registered a good season, despite having lost considerable early season revenue to rain. Early weather was perhaps the worst ever experienced, but in each instance these ops reported okay takes whenever it was possible to attract patrons to their midways.

Concessions were also reported doing a good season, along with the shows and rides.

Lynch Switches To Trucks, Foils Can. Rail Strike

SAINT JOHN, N. B., Sept. 2.—Bill Lynch Shows, midway fixture in the Eastern Provinces, foiled its mode of transportation in the face of Canada's nationwide rail strike. Show moved from St. Stephen Exhibition, which closed Saturday (2), to this location over the week-end on a fleet of 60 hired trucks and trailers.

Until the strike the shows moved on 21 railway-owned boxcars and has been a regular train to lot and back again on local transportation. Advertised strength of the Lynch org at present is 10 rides, six shows and a string of concessions.

Stand here is under the combined auspices of the New Brunswick Scottish Regiment and St. John Branch 14 of the Canadian Legion. Shows are contracted for the Fredericton Exhibition during Labor Day week.

It's T-B ... and it will be MORE "COLORFUL"

beginning NOVEMBER 4

Weather Bops Royal Crown At Maiden Peoria, Ill., Fair

PEORIA, Ill., Sept. 2.—At noon today, fifth day of the seven-day Heart of Illinois Exposition, a new fair this year, the Royal Crown Shows had yet to get good weather or matching business. Either rain, threat of rain, cold nights marred the first four days, and rain menaced here this forenoon and was falling in the surrounding area.

Given good weather tomorrow and Labor Day, the closing day, indications are that the stand will yield two bang-up days for Royal Crown,

as the fair is well-organized, strongly publicized and staunchly backed. Moreover, the holiday week-end bill of strong feeling runs late afternoons and a sock stage show at night.

There are 12 shows in the Royal Crown horseshoe layout here, with one other, featuring the Iron Lung spotted not far from the entrance to the midway. There are 12 rides and the massed effect is impressive and well planned.

Org's previous stand, the Ozark Empire Fair, Springfield, Mo., provided a whopping gross, with the take far in excess of the midway gross there last year and not much under for 1948, a good year. Cotton Club Minstrels topped the shows at Springfield, with a unit of 1950 getting the second highest gross. Robert Mack, org's general agent, was in Springfield a week in advance of the opening to handle last-minute details and concessions. L. L. Meacham, until recently with the Lawrence Greater Shows, joined at Springfield as office secretary.

Hennies Rides, Shows Up 20% At Des Moines

Biz Jumps Despite Weather

DES MOINES, Sept. 2.—Hennies Bros. Shows hit par at the Iowa State Fair with a net gain of 20 per cent in ride and show business despite adverse weather and a drop in the fair's attendance.

The eight-day event closed Friday (1) with the front gate down 8,000 from 1949, rated strong in view of rain, threatening skies and cool nights. On the big week-end (6-7) the midway was mired, yet the huge throngs took the slippery footing with smiles, and ride and show business was excellent.

Concessions thru the full run were in conformance with a rigid policy instituted here this year.

Of the shows Joy Purvis' Holiday in Tropicana was the top money-getter, followed closely by the Del Crouch Motordrome. Despite some re-raging, the ice show failed to hit in the top money division, but it pulled good crowds.

Du Quoin Rains Pelt Tivoli Expo

DU QUOIN, Ill., Sept. 2.—Rain that washed out three harness horse race programs and one night grandstand show jolted the Tivoli Exposition Show at the Du Quoin State Fair here this week. Weather thru Friday, sixth day of the eight-day run, was the worst in the fair's 28-year history.

The Tivoli org, skippered by H. V. Peterson, opened auspiciously Sunday (27), getting into operation early and keeping busy until 8:30 when rain hit, forcing concessions. The rain continued until Monday noon and was followed by cool weather, which slimmed Monday's turnout. Business picked up Tuesday and mounted higher the following day, even though the weather was anything but good.

Thursday and Friday were hard hit by rains that washed out the afternoon grandstand programs both afternoons and the grandstand show one night.

The Tivoli line-up here embraces 16 rides, namely, Merry Go-Round, Little Dipper, Bob, Scooter, Rolloplane, Tilt-A-Whirl, Ferris Wheel, Caterpillar, Joy Ride, Octopus, Ghost Town, Train, Pony Ride and three kiddie devices.

Nine units are in the show line-up. The Jerry Jackson ice show, which joined on June 20, is set to close with the end of the stand here. Peterson said that the icer had been responsible for bringing out many people at stand on the Tivoli route but that on its own the rink unit had not made any money but had come close to the break-even point.

Of the earlier fairs Menomonee, Wis., yielded the best take and was termed "very good" by Peterson. The fair at Woodstock, Ill., was also rated good, but the last day there was lost to rain. Generally, the shows have been tagged by bad weather since the season's opening the first week in April.

From here the show will move south to play 10 fairs in Tennessee, Arkansas and Mississippi.

WANT AGENTS
For Paul Gerson Old Line Circus, Fish Pond, Glass Pitch, Fish Striker, Bingo Concession, Cherry in market. Want Shows with own equipment. For Sale—2000 3' x 4' x 7' Barn, 10' x 12' x 12' Trailer, Escape Cabinet, 7 new Benzers and Line for same at a bargain. Also 10' x 12' x 12' Trailer Equipment with Nelson deep freeze, first class condition. Supt., Tex. Sept. 4. Wexhachse Fair, Sept. 10-23. This show was closed down at all winter. Write for replies.

STARLIGHT SHOWS

WANTED RELIABLE CARNIVAL

For September and October. Bonus Side Fairs and Celebrations in Indiana and Ohio. Address: C. B. STEINBERG, care Central Township Assessor's Office, Phone 6112, Muncie, Indiana.

READING STAR

September 11th to 16th Inclusive, Reading, Pa.

HAGERSTOWN INTERSTATE FAIR

September 18th to 23d Inclusive, Hagerstown, Md.

ATLANTIC RURAL EXPOSITION

September 28th to October 7th Inclusive, Richmond, Va.

WILL BOOK—Legitimate Merchandise Concessions and Eating and Drinking Stands. We hold exclusive concession contracts. CAN PLACE EXCLUSIVE NOVELTIES FOR THE BALANCE OF THE SEASON, STARTING NOW.

CAN PLACE—Foreman for Caterpillar. Also experienced Workmen in all departments.

All Address This Week:

CETLIN & WILSON SHOWS

INDIANA STATE FAIR, INDIANAPOLIS, INDIANA

CETLIN & WILSON SHOWS

J.L. "Jimmie" HENSON SHOWS

WANT FOR BALANCE OF SEASON

CONCESSIONS—Pop Corn, Flare, Snow, Photo, Castard, Bingo, Crab or Cookhouse, Novelties, Jewelry, Lead Gallery, Hi-Striker, Ball Games, Age and Weight, Penny Pitch, Hoop La, Glass Pitch, Shm Spindle, Cigarette Gallery, Coke Bottle, Fish and Duck Pond, Pitch-Tilt-U-Win, Darts, Basket Ball, Bumper or any legitimate Stock Concessions. We carry no flats or gypsies.

SHOWS—Place any clean show with own equipment. Need Fan House, Mechanical, Snake, Monkey, Wild Life, Illusion. Have tops if you have something to put inside.

HILL—Place Foremen on No. 5 Wheel and Rolo-Plane. Use Second Men on Jenny and Tilt. Must be semi drivers. No drunks. Show plays 5 State Aid Fairs starting September 11. Booked solid until Armistice Day in Arkansas and Louisiana, with a winter unit out until Christmas. Place Kiddie Rides except Antea and Clanes.

All Reply J. L. HENSON SIKESTON, MISSOURI

W.G. WADE Shows

PINCONNING, MICH.
ANNUAL FREE FAIR

— 2 SOLID DAYS & NIGHTS
FRI. & SAT., SEPT. 8 & 9

CLARE CO. FREE FAIR
HARRISON, MICHIGAN

5 BIG DAYS AND NIGHTS
SEPT. 12 THRU 16

CAN PLACE RATING STANDS, BALL GAMES, DARTS and all other HANCK PANES. NOTICE! KALAMAZOO, MICH. in the country, near Grand Haven on the old fair route. This is one of the "old faithful" and finest fairs in the country, and near good show on the old fair route. WRITE OR WIRE!

W. G. WADE SHOWS
Alpena (Mich.) SEPT. 6;

P.S.—Following the Clare Co. Free Fair is the Western Michigan Fair at LUDINGTON, MICH.

FAIRS FAIRS FAIRS FAIRS CENTRAL EAST TEXAS FAIR AND LIVE STOCK EXPOSITION, MARSHALL, TEXAS, WEEK SEPT. 18; HENDERSON, HUNTSVILLE, JACKSONVILLE, GILMER FOLLOWING

Concessions—Novelties, Ice Cream, Age and Weight, Short Range, Ball Games, Derby Race, Glass Pitch, Country Store, Photo, Eat and Drink. Will book two large Cookhouses for Marshall, Jewell, Show—Midway Cattle, Wild Life, Mechanical City, Monkey, Ubborn, Genger Fair, Want Working Acts for Side Show. Mental Act, rides—Little Dipper, Live Ponies, Boat Race, Caterpillar, Leeper, Fire-Piece, Scooter, Ferris Wheel to deal with sure Mr. Bradley of Knoxville, Tenn., wire. Side Help—Tractor Drivers, Second Man for Wheel, Ride-O-Pop. Part to hand. Good show on ground. All address.

CRESCENT AMUSEMENT CO.

L. C. McHENRY, Mgr. J. C. WRIGHT, Gen. Agt. Belleville, Ark. Fair this week Monticello, Ark., Fair, Sept. 11th.

FOR SALE—FOR SALE

Usual Kiddie Airplane ride equipped with Spangler Rocket Cars. Nonunited ball on tower, plenty of flash, good condition. V belt drive, 110V, 220V, 1 HP motor, clutch, brake. Complete with fencing. Can be seen in operation now and until September 24th. Purchaser may have immediate delivery.

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The Finest Ever Made

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. From Original Jumbo Dice Wheel has the extra. Instantly irresistible. Flash that wins. It takes every season anywhere! A most dependable performance. 50" and 32" diameters. Prompt delivery at reasonable prices. Write NOW for catalog.

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1525 W. Adams St. Chicago 7, Illinois

MIDWAY CONFAB

Slash Grey had his jam store at Aberdeen (S. D.) fair. . . John M. Lessor, who underwent a leg amputation last year, reports from U. S. Naval Hospital, San Diego, Calif., that he has had his other leg removed and that he is now blind. He would like to hear from friends. . . Mr. and Mrs. Amos Youngblood, operators of a miniature circus and city and a Funhouse, are retiring until the former's health improves. The attractions are remaining on the road under the management of Mr. and Mrs. H. P. Smith, Mr. and Mrs. Paul Cronin and Stewart Klipp, respectively.

Orville (Shanly) Speer, former electrician and concession worker has retired and is residing in Clinton, Ind. . . Charles LeRoy, magician, and his wife, Anna, have left Dick Best's Side Show on the Johnny J. Jones org. . . Bill Harris, son of Owner Roxie Harris, of the Royal Midwest Shows, who has been general manager of the org, has been recalled to the army and ordered to report August 30. Personnel had a party for him at the bingo stand at the fair in Ashland, Ky. Roxie Harris recently observed his 55th birthday and had a party at the bingo stand. . . Jack Murphy, legal adjuster of the Royal Midwest Shows, was a recent visitor at The Billboard offices, Cincinnati.

Lorette Dodd, after several years with Milo Anthony's Side Show, is off the road, serving as a nurse at the Manchester Nursing Home, St. Louis. . . Jack and Bill Rewlings have their Athletic Show on the Star Amusement Company in Arkansas. . . After being in retirement since 1940, Frank H. Wood is operating the Ferris Wheel for Tom Fuzzell at Fair Park Little Rock.

Kutztown (Pa.) Patriot ran a feature and editorials on Morris Heister, owner of the shows bearing his name, during the org's stand at the Kutztown Fair. . . Mrs. Esther Spence and daughter, Moe, visited Harry E. Wilson on the Hannum shows at Kutztown. . . James B. Flanagan is rounding out his second year as special agent with Coleman Bros. Shows. Prior to joining with Dick Coleman, he was connected in a similar capacity with a number of other Eastern shows. . . Frank Zuber, formerly active in fair management, visited the Coleman Bros. Shows at the Norwich (N. Y.) Fair.

Jean Delabate, who with her husband operates concessions on the James E. Strates Shows, is in Mercy Hospital, Buffalo, taking treatments for a heart ailment. She will be hospitalized several weeks. . . Robi Marlene reports from Pittsburgh that he recently visited with Jack Korle and Bertha Bert, of Cavalcade of Amusements, in Erie, Pa.

Stanford A. Baker, Detroit ride builder, is unveiling his new portable Old Mill at Michigan State Fair. . . Jack Gallagher, owner of the Playland Shows, has been transferred from Harper to Grace Hospital, Detroit, where he is expected to remain for several weeks for treatment of a hip injury.

Frank J. Bilghe recently joined Royal American Shows. . . Ed Soper, who has a recent visitor to the Happyland Shows in Michigan.

3,000 GALLON PORTABLE TANKS

New Synthetic Rubber—Collapsible Brass Inlets and Outlets—Removable Cover. Height: 4 1/2 ft.—Diameter: 12 ft. Complete with staves, ropes and repair kit. Glass Wool Insulated.

\$93.50

F.O.B. Richmond, Va.

ZOLA

49 E. Pine Street

Lang Beach, N. Y.

WANTED

Legitimate Concessions for opening of New Union Depot on the streets. Paper, city officials and local businessmen working to make this a big one, special trains at reduced rates, youth day, 2 aerial acts a day, band concert, well known radio and screen celebrities. Wire deposit.

NORTHWESTERN AMUSEMENT CO.

Box 55, Station E Toledo, Ohio

FOR SALE FOR SALE OCTOPUS

A-1 Condition—With or Without Transportation.

Can be seen in operation at Auburn, Ind., Fair, Sept. 12-16.

World of Pleasure Shows

WANTED

Ferris Wheel, Merry-Go-Round and Tilt-A-Whirl. Will take \$60.00 a week. Must drive semi.

No drinkers.

SAM MENCHIN

11 W. Division St., Chicago, Ill.

Phone: Superior 7-7243

WANTED

Concessions—Curl, Guns, String Game, Photo, Coke, Ball Games, Fish Pond, Hoop-La, most any Street Concessions. Want Ride Rides, Ferris Wheel, Merry-Go-Round, Tilt-A-Whirl, etc. County Fair, Sept. 11-15. Fredrickson County Fair, Sept. 15-23. more for better story, call me.

BURKHART SHOWS & AMUSEMENTS

28th Annual Italian Feast

On the streets of Joliet, Illinois, September 11 thru 17.

Will book any Concessions that do not conflict with the above.

ALDA MCCUE

527 Oakme Place Chicago, Ill.

Phone: Lincoln 6-6288. Aug. 11-12.

RAY PRICE

WANTS WANTS WANTS WANTS COOKHOUSE HELP

2 Griddle Men — 4 Counter Men Couple to take charge of Grab

Contact RAY PRICE

Granite State Shows Lewiston, Maine

FOR SALE

1 40 ft. Alton Hershell Merry-Go-Round, and Five Kiddie Rides: Train Ride, Auto Ride, Horse Ride, Airplane, Chairplane, A-1 shape. Box 4, R. O. 2, (Kane Road) Allentown, Pa. Phone: 194-4.

SECOND-HAND SHOW PROPERTY FOR SALE \$25.00 Buss Organ, good heads, Barge, \$18.00 Wire Telephone, call 4-6668, \$35.00 Wax Head, Korea General, Glass Case, etc. Call 4-6668.

WEIL'S CURIOSITY SHOP 20 So. 2nd St. Philadelphia 6, Pa.

WANTED

PAUL & JEWELL BARKER Write to: 1000 N. 10th St. 4-6668 ALLEN EARLY

2900 S. Agnew Oklahoma City, Okla.



FLUORESCENT FIXTURES

For Carnival Installations. Dealers, Distributors, Concessionaires.

FLUORESCENTS

FOR EVERY PURPOSE

Direct From Manufacturer

at Lowest Possible Prices.

AS LOW AS \$2.10 EACH

Write for Catalogue and Price Lists

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DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
145 N. 7th St., Phila. 6, Pa. Lombard 3-7789

REMOVAL SALE

TO SAVE THE COST OF MOVING!
HI STRIKERS. We have 3 on hand, complete with 3 masts each. 4 are 25 ft. high. \$990
1 in 20 ft. \$750
5 RACE HORSE WHEELS. 18 numbers using 1/2 inch brass. \$175
5 32 in. Chuck-Luck Wheels. Using large brass. \$50
4 25 in. Chuck-Luck Wheels. Using large brass. \$45
No, we are not going out of business, nor is our business for sale. There is no reduction in price on any of our other items.
Punks for Punk Rocks. These are the finest, dot. \$157
Sattles and Gattie Game Stands. Sturdy, flexible.
Dom Family, entire unit. This is a pull-up for 100 people. \$50
Add-Em. \$25
Sevens. Rubber. \$25
Huckley Bids. \$25
50% deposit with order, balance C.O.D. Write for complete list.
RAY OAKES & SONS, Inc.
8432 W. 46th Place, Lincoln, Ill.
Phone: LYons 3-6222.
Night Phone: BRookfield 8840

JUNIOR MILITARY ACADEMY

Chicago's only military school for small boys, ages 6-15

Homelike atmosphere. Small classes, individual attention. Progressive education. Qualified instructors. Comfortable dormitories; modern facilities. Oym. Many extra curricular activities; all sports, band. Fall term Sept. 11. Tuition \$78 per month. Camp Homestead Lodge (boys 6-14) affiliated.
Col. Robt. W. Coe, Dept. B.
5026 Greenwood Ave. Chicago 15, Ill.

FOR SALE

Mills Combinations Ice Cream and Custard Machine complete with Side Freezer and Shogerton Pump. Good as new. 3 months. Will sacrifice. Going into service.

W. T. NEAL
Osgood, Indiana

HUBERT'S MUSEUM

228 W. 42nd Street, New York, N. Y.

Open all year round

Want Frocks and Novelty Acts. State salary and all particulars in first letter.

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipment made direct to you in all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Telux 2626.

FOR SALE PENNY ARCADE

100 Machines, all in good working order. Best offer not in ink. Can be seen in operation. Best offer takes it.

BOX D-428
The Billboard Cincinnati 35, O.

BOB SICKELS WANTS

Capable, sober Pin Store Agents. Long season southern fairs.

Celina, Tenn., this week.

RIDE OWNERS-SHOWS CONCESSIONAIRES-ACTS

A Service for you:

FREE WHILE THEY LAST...A NEW ROUTE BOOK AND DIARY FOR 1951!

Get this handy route book with your name and address imprinted in gold FREE of charge and without obligation. Just send us your name and permanent address for 1951. Book will be mailed about Jan. 1, 1951.

M. J. "MIKE" LAW
Insurance For Every Purpose



335 South LaSalle Street
Chicago 3, Illinois

BIG SIX WHEEL FOR YOUR FAIR SEASON

Special Big Six Disc Wheel, 45" in diameter, made of 1 1/2" Marine Plywood. Beautifully finished. Strong combination. Good many make. Made with a metal stand, and a large crate is included in the price.

Price: \$95.00 F.O.B. Brooklyn. Immediate Delivery.

CARDINAL MFG. CORP.

430 Keep St. Brooklyn 11, N. Y. EVergann 7-5027

WANTED FOR SEVEN GEORGIA FAIRS

Starting September 18. Blum, Mug Out, Sit Down Grub, Custard, Ace and Weight, Pitch 700 Yds Win or 1000 Stock Concessions. Two or three clean Shows with own transportation. Can use some Ride Stand on night office owned Rides; semi drivers preferred. No Frats or Grapes. Write or wire:

LEO LANE SHOWS
SAVANNAH BEACH, GA.

GAYLAND AMUSEMENTS

Want all kinds of Legitimate Concessions—Hanky Panky, Grab, Jewelry, Custard, Photo, Baseball, Pond, Ball, Shown. Shows of merit. Major or Kid Rides not conflicting. Second Men on all Rides. Farmstead, Ind., Sept. 6-7-8-9; Wokarus, Ind., to follow.

WANTED WANTED TIM'S UNITED SHOWS

Grangeville, Sept. 6-8; Cottonwood, 11-17; Orofino, 18-19; Newport, 27-30; all Fairs in Idaho, then South, close in December, return country. Concessions of all kinds, Grind Sides, Pin Sides, Slam Skillo, Swinger, Kilde Kart, Gilt Show, Snake, Animal Show, Good deal for Rides with own transportation. The Rolloplane, Octopus, Train Ride, Man for new Wheel, Merry-Go-Round. Wire or come on. Grangeville, Idaho, now.

C. L. TIMMERMAN, Owner; N. CARLIE, Mgr.

FOR SALE 1949 Concession Trailer

17 ft. Long with Living Quarters, has Bottled Gas and Electric Refrigerator. Now it used for Jewelry, can be used for other things with little or no alterations. Dealer must sell and will sacrifice because of other business interests. Trailer can be seen at the following Ohio Fairs: State Fair, Columbus, Aug. 24-Sept. 1; Canton, Sept. 4-6; Westport, 12-14.

P. MORRIS

WANTED AT ONCE STRIPPERS

RHUMBA, ORIENTAL, MULA GIRLS who have worked for me; have work waiting.

RUBY WHITE THEATRICAL AGENCY
14 Market Place Baltimore, Md.
RUMBERY 9004

AGENTS

Wanted for P.C. Buckets and Hanky Panks for Fall month. Embury, Ill. week Sept. 1, Celebration Fair, Taylor, Mo. Sept. 11; Fair, Waco, Texas, Ariz., Sept. 18.

C. B. MOORE

6/4 DYER'S GREAT SHOWS

JAMES SHORT

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Florida

West Coast Notes

By Virginia Kline

RED BLUFF, Calif., Sept. 2.—Visited Crafts 20 Big Shows here just in time to attend the birthday party for Mrs. Frank Warren Tuesday (22) in the Palamino Room of the Tremont Hotel. The table was set close to the fern bowered wall and indirect lighting added to the setting.

Mrs. Warren received a diamond wrist band from her husband and a diamond anklet from Mrs. O. N. Crafts, plus many other gifts. Cards and dancing rounded out the entertainment.

Show was all set to go Thursday (24), opening day of the Tahama County Fair. Concession line-up included Mrs. Joe Krug with her floss, candy apples and eat store. Mrs. Krug had a recent run of bad luck when her truck was stolen, abandoned and later figured in an accident with another truck.

Mr. and Mrs. Curtis Prosser had their Motordrome on the lot. A. J. Budd's Side Show, with Dolores Corrado in charge, and the Mathew's Funhouse were also on the back end.

Concession row included John Lavaggi and Louis Cecchini with 12 stores and bingo; Julia Towne, hoopla; John Myka, candy floss; George Charboneaux, candy apples; Robert Osage, long range shooting gallery; Ileen Castellan, short range shooting gallery, and Al Freedman, novelties. Ride line-up includes Mathew's Pony Ride, Double Loop-o-Plane, Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl. Auto Scooter and six kid rides owned by O. N. Crafts.

Frank Warren is org's general manager and Mrs. Frank Warren, assistant manager. Roy Shepherd, ride and lot superintendent, is commuting between the show and the Crafts North Hollywood winter quarters where he is building and painting for the fair season.

ARIZONA STATE FAIR

PHOENIX—NOV. 3 TO 12

GRAND NATIONAL LIVESTOCK

EXPOSITION COW PALACE

SAN FRANCISCO

OCT. 27 TO NOV. 5

LOS ANGELES COUNTY FAIR

LOS ANGELES—SEPT. 15 TO OCT. 1

CRAPTS will book Grind Shows or any Show that does not conflict. Side SHOW—Jeff Friffin wants Freaks and Working Acts for Fairs. ROY SHEPHERD wants Ride Foreman and Second Man; extra money for Semi Drivers. Join Sept. 12, Pasadena. Show out until Nov. 15th. Top Salaries—Good Treatment.

WRITE—WIRE—PHONE

20

CRAPTS BIG SHOWS, INC.

7283 Bobcote, North Hollywood, Calif. SUMER 2-9181

W. R. GEREN, Presents

MIGHTY HOOSIER STATE Shows

WANT FOR BALANCE OF SEASON—HANKY PANKS, EATING STANDS

Batesville Fair Festival, September 12 to 16; followed by Greensburg, September 18 to 23. No. 2 Unit—Friendship, Indiana, Street Fair, September 21 to 23; then Versailles Pumpkin Show, September 28, 29, 30; Aurora Farmers' Fair, October 5, 6, 7. Two more small Street Celebrations to follow.

For Sale—Rides: 3 Kid Rides, 6 Majors, Spitfire, Flying Scooter, Rolloplane, Tilt-a-Whirl, No. 5 El Wheel, 40 ft. Spillman Merry-Go-Round, all with fine transportation or without. Must be seen, priced right, cash only.

BILL GEREN, Per Route

ALAMO EXPOSITION SHOWS

(8) MORE FAIRS AND CELEBRATIONS (8)

Concessions: Can place Long Range and Short Range Shooting Galleries, Primm Custard, Fredon, Jewelry, American Jans (the Lion Taming) on Jam Onions, and all Hanky Panks. Will sell exclusively on Novelties. Want Side Show Acts for J. Z. Hutchins Modern Museum. Can place Wild Life Show without Novelties, Motordrome, Hudson River, Scooter Mouse, and good, clean Reptile Show. Can use Ride Foreman on Rolloplane, also Second Man on Tilt-a-Whirl Ride who drive and WANT BILL POSTER WHO CAN HANDLE DETAILS. We have Chevrolet Panel Truck for Rolloplane. All replies.

JACK RUBACK, Mgr.

Lamar, Missouri, Free Fair, Sept. 8-9; Miami, Oklahoma, Tri-State Free Fair, Sept. 11-14; Denton, Texas, Fair, Sept. 15-17; Lufkin, Texas, Fair, Sept. 23-30; more Texas Fairs to follow.

WANT—FOR—WANT

POLK COUNTY FAIR

MENA, ARK., SEPTEMBER 11-16

Followed by PITKIN, La., close to Cajon, La., more Fairs in Louisiana, including Winfield, La.

Concessions of all kinds, must be stock and cash only. Prizes in right. RIDES: TILT, OCTOPUS, SPITFIRE, CHAIRPLANE. Low percentage; long season. SHOWS: All clean Grind Shows, Fun House, Motordrome, Monkey Show, S-I-L-I. Space is limited; wire. HELP: Second Man on MERRY-GO-ROUND and ELI. Counter Men for A-I Bingo, must be sober and drive. All contact.

FLOYD O. KILE SHOWS, Mgr.

HOT SPRINGS, ARK., FAIR NOW

JAMES H. DREW SHOWS

Can place for Middleport, Ohio, Harvest Festival on the Streets, week Sept. 11; followed by Morgan County Fair, West Liberty, Ky., and long Season Show.

Want Chairplane and Funhouse to join now. Need Ride Help on all Rides and Working Man in all departments. Will place Stock Concessions, Hudson River, Novelties, Ball Games, etc. Good opening for neatly framed Eating and Drinking Stand. Address this week:

JAMES M. DREW SHOWS, Mingo Junction, Ohio

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co.—SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100.00.

100,000
\$27.00

10,000 9.00
1,000 11.00
100 12.00

Percecl's PIONEER SHOWS

high class midway attractions

McCLURE, PA., 59TH ANNUAL BEAN SOUP PICNIC

SEPTEMBER 13 TO 16—DAY AND NIGHT

Draws 40,000 People—Free Gate

Want Concessions of all kinds; no exclusive. Wire or come on.

Want Shows of merit; come on.

Want Kiddie Rides; rates reasonable.

Answer Orbisonia, Pa., this week.

MICKEY PERCELL

WANTED

For New Britain, Conn., Exposition and Centennial
From Sept. 23 thru Sept. 30

All kinds of Legitimate Concessions. Also three Grab Stands and one large Cookhouse. Don't mistake yourself—this is it. Right on Willowbrook Park in the city. Get your winner bankroll here.

GILLETTE BROS.' SHOWS

60 SHEFFIELD ST. PITTSFIELD, MASS.

P.S.: Reserve your space now—this is the last ad.

WILL BUY FOR CASH

8-Car Streamlined Whip and Octopus and a few Kiddie Rides of good make

WILL SELL OR TRADE FOR ABOVE

42 Concession Trucks, in good condition; Smith & Smith Chairplane and Single Loop-o-Plane; also Hi-Striker, Guess Your Age Scale, Marshall Wheel, Big Six and others the numerous to mention.

GILLETTE BROS.' SHOWS

60 SHEFFIELD ST. PITTSFIELD, MASS.

GEM CITY SHOWS

WANT FOR THE FOLLOWING FAIRS, STARTING
SEPTEMBER 11

Etowah County Fair, Attalla, Ala.; Columbus, Miss., Fair;
Athens, Ala., Fair; Meridian, Miss., Fair; Mobile, Ala., Lions'
Club Celebration and Fair.

Concessions of all types. Grind Store and P. C. Agents.

Contact

ART FRAZIER
Concession Sec.

THOMAS D. HICKEY
Manager

ATTALLA, ALABAMA

DON FRANKLIN SHOWS #2 UNIT

WANTS FOR SEVEN CONSECUTIVE FAIRS—ALL TEXAS.

EASTLAND COUNTY FREE FAIR, RISING STAR, TEX., 12-14; WASHINGTON COUNTY
FAIR, BRENNAN, 15-21; COLEMAN COUNTY FAIR, COLEMAN, 22-29; FAYETTE COUNTY
FAIR, LA. GRANGE, OCT. 4-7; AUSTIN COUNTY FAIR, BELLEVILLE, OCT. 10-14; WEST
FAIR AND RODEO, WEST TEX., OCT. 15-21; HAYS COUNTY FAIR, SAN MARCOS, OCT.
22-24, AND A LONG SEASON IN SOUTHERN TEXAS.

CONCESSIONS—Want minimum concession of all kinds. Popcorn, Custard, Ball Games,
Hi-Striker, Hoop-La, and any and all other amusements. HELP—Need a Ferris Wheel
Foreman and Second Man for the Ride. Other Concessions open for reliable and more Agents.
RIDES—Major Rides, please contact. Can use Little Dipper, Spiffies, Roll-a-Plane, Octopus,
Loop, Fly-a-Plane, Chairplane. SHOWS—Can use two more small Grind Shows. Adam
Tedes, please contact.

All replies to Gus Tucker, Mgr., Santa Anna, Texas

HELL'S CELEBRATION

WANT FOR GLASGOW, VA., WEEK OF SEPTEMBER 11-16—FIRST SHOW IN TWELVE YEARS
APPOMATTOX, VA., WEEK SEPTEMBER 18-23

CONCESSIONS—Want minimum concession of all kinds. Popcorn, Custard, Ball Games,
Hi-Striker, Hoop-La, and any and all other amusements. HELP—Need a Ferris Wheel
Foreman and Second Man for the Ride. Other Concessions open for reliable and more Agents.
RIDES—Major Rides, please contact. Can use Little Dipper, Spiffies, Roll-a-Plane, Octopus,
Loop, Fly-a-Plane, Chairplane. SHOWS—Can use two more small Grind Shows. Adam
Tedes, please contact.

GOLD MEDAL shows

CAN PLACE CAN PLACE
FAYETTEVILLE, TENN., FAIR, SEPTEMBER 11-16

Can place legitimate Concessions of all kinds. Shows Good proposition for Metroland.
Snacks and Wild Life. Rides Good proposition for all of Kiddie Rides. Eight more Fairs to follow.

Wire Johnny J. Denton, Union City, Tenn.

JEANNE BARRON WANTS GIRLS

Join now. Must be young, attractive. I pay \$50 every week, rain or shine.
Good tips. Beautiful wardrobe and transportation furnished. Best working
conditions. Can place man and wife. This week, Willard, Ohio, care Lone
Star Show, September 4 to 9.

GRACELAND GREATER SHOWS

WANT FOR AMERICAN LEGION FALL FESTIVAL, DOWNTOWN, METROPOLIS, ILL.,
SEPT. 11-16; ON OUR WAY TO OUR FAIRS IN THE COTTON

CONCESSIONS: Photos, Ball Games, American Paintistry, Pen or Ball Game, P. C. open with
one or more Hunky Panks. Want Agents for Pin Store and G-Cats. Ride Help: Foreman
for Merry-Go-Round and Ferris Wheel, Top salaries. Also want Electrician and Mechanic.
Address: HARRY ALKON, Graceland Greater Shows, Mt. Vernon, Ill., this week.

SHAFFER AT LIBERTY

The World's Highest Sway Pole Act

Looking for a high thrill act? Book this one. Can join on
wire. No collect wires, please; you pay for yours and I pay
for mine. That's fair enough. Bill Shaffer, Leighton, Pa.

Want—GOLD BOND SHOWS—Want

FOR ROCKFORD, ILLINOIS, ON 7TH STREET, SEPT. 19 THRU 22

Want Concessions of all kinds, especially want Photos, Bumper, Jawzler, Fish Pond, Howling
Alien, Novelties, French Fries, Custard and African Dip. Want small Shows suitable for
streets. Will book Titi, Merry-Go-Round and Riddle Boat Ride.
Moline, Ill. (Falls) Sept. 4 thru 9; Peru, Ill., Sept. 11 thru 14; Rockford, Ill., Sept. 19 thru 22.

ALL REPLY BY PAID WIRE: MICKEY STARK, Mgr., PER ROUTE

PRELL'S BROADWAY SHOWS

WANTED—GET WELL WITH PRELL—WANTED
COVINGTON, VA., FAIR

ELIZABETH CITY, N. C., 7-COUNTY FAIR TO FOLLOW.
12 MORE FAIRS GOING SOUTH.

Want Novelties—Photo Galleries, Penny Arcade, Derby Racers, Rotaries, Eat-Drink Stands,
all kinds Grind Shows. Want Shows—Fast Show, Buggy, Mechanical City, Dark Ride, U.S. Navy,
Hillbilly or any show with merit. Want High Class Dancing Girls; also Posting Show Girls.
Fret, Vauls wants Musicians and Performers. All Ration—Outstanding Freaks for Side Show.
Want Assistant Mechanic, Assistant Electrician, Billbooster wanted at once.

All Answer—SAM E. PRELL
Ebensburg, Pa., this week; COVINGTON, VA., SEPT. 11-16

BRANCH COUNTY

4-H FREE FAIR

COLDWATER, MICHIGAN

SEPT. 11TH-16TH

WANTED
FOR

MARSHALL COUNTY

FAIR

BOURBON, INDIANA

SEPT. 19TH-23RD

Legitimate Concessions of all kinds except Bingo. Can place Penny
Arcade, Monkey Show, Snake Show, Glass House, Pit Show. Can use a
number one Ferris Wheel Foreman.

Write or wire: C. D. MURRAY, MGR.

W. G. WADE SHOWS UNIT NO. 2

Onekma, Michigan, September 6th-9th.

L. P. HETH Shows

cleanest show on earth

SHOWS—With own outfits not conflicting.
HELP—RIDE HELP who drive semi-trailers for Ferris Wheel, Octopus,
Tilt-a-Whirl, Little Dipper, Rock-a-Plane. Long scissor's work. Joe
Saladino wants Bingo Caller.
CONCESSIONS—Cookhouse open balance of season, Long-Range Gallery
need Hunky Panks of all kinds.

NO STILL DATES, ALL FAIRS

All replies

Jamestown, Tenn., now; Lebanon, Tenn., next week.

WANTED TO BOOK

Pop Corn, Candy Apple and Candy Floss Trailer with good, clean show.
Have managed present show for the past 12 years. Show has 7 Rides.
Can up and down Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus
or any Kiddie Ride. Also am doing all the wiring, maintaining of
generators, taking care of rolling stock and all the painting. Reason
for leaving present employer, too much work for the amount of
money involved. If you have troubles that you would like to share,
contact me at once. Do not tolerate drinking or abusing. This is not
talk, can back up any statement made. State what you have to
offer to (wire or write)

HENRY GRONOWSKI, Newtonton, Conn.

VETERANS UNITED SHOWS

Want for Waterloo, Nebraska, Fair, Sept. 13-16; Beatrice, Nebraska, Fair, Sept. 18-21;
Large Celebration on the Streets, Shonandosh, Iowa, Sept. 25-30; Pawnee City, Nebraska,
Fair, October 3-6; St. Paul, Neb., Sept. 5-9.

Independent Shows of all kinds. Good opening for Five or Ten-in-One. CONCESSIONS: Fish
Pond, String, Huckleberry, or any Hunky Pank or Straight Sales not conflicting.

VOGT'S SOUTHERN AMUSEMENT

Robertson Co. Fair, Franklin, Tex., Sept. 12-16; Walter Co. Fair, Hamstead, Tex., Sept. 18-23.

WANTED

WANTED

CONCESSIONS—Small Cook House, Palmistry, Snacks, Fish Pond, Floss, Hoop-La, Swingers,
String Game, Cake Bakes, etc. RIDES—Octopus, Titi, Roll-a-Plane, Merry-Go-Round.
SHOWS—Gn, Snake, Mechanical or any Grind Show.

ELTON, TEXAS, THIS WEEK. A. B. VOGT, MGR.

Please contact
R. C. BRYAN
608 Tampa St. Tampa, Flor.

WANTED—Girl Show Manager, must have three girls and wardrobe. We have wagon show front. Motordrome, Wild Life or any other non-conflicting show. RIDES—Cetopus, Roll-o-Plane, Ride-O. A good proposition for set of Kiddie RIDES. CONCESSIONS—Cock House and Bingo wanted, Custard, Photos. Want a few more Concessions for open midway, Ball Games, Balloon Tarts, Water Game or any other 10¢ Merchandise Concession. Johnson Reed wants Wire-down Agents. Experienced Ride Help that drives well. Out all winter in Florida. Wire or come on. Madisonville, Tenn., now Jasper, Tenn., Feb. next week.

PRELL'S WORLD FAIR SHOWS

RUTHERFORDTON, N. C., FAIR, SEPT. 12-16

Want Long-Range Shooting Gallery, Derby Racer, Palmistry, all kinds of Hanky Panks, Eating and Drinking Stands, Age and Seals, Novelties, Want Motordrome, Unborn Show, any kind of show worth while. Speedy Arrs, get in touch. Want Girl Show, with or without equipment.

Want Tilt-A-Whirl, Caterpillar or Rocket. Can use all kinds of Ride Help, semi-driver preferred. Show Cook House wanted. Want Griddle Men and Walters immediately for office-owned Cook House.

Thompson Bros., get in touch with me.

All answers:

JOE PRELL or JOHNNY VIVONA
WARSAW, VA.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

8 County Fair, West Point, Virginia, Sept. 11-16; Nash County Fair, Spring Hope, North Carolina, Sept. 18-23; Franklin County Fair, Louisa, North Carolina, Sept. 25-30; Wadesboro, North Carolina, Legion Fair, Oct. 7; Lancaster County Fair, Lancaster, South Carolina, Oct. 9-14; Martinsville and Dillon, South Carolina, Fairs to follow.

All Hanky Panks open. Want Girl Show Manager with webtoe and P.A. Set. Want Funhouse, Glass House or any good Grind Show. Franklin, Virginia, this week.

All Mail and Wires to WM. C. (BILL) MURRAY

P.S.: John Garrett wants to hear from his old Cookhouse help; don't wire, come on.

Iowa Registers High Take With Revised Programming

(Continued from page 78)

the full eight nights, it was shown only the final five nights. A rodeo and a night thrill show were substituted. The usual auto racing dates, likewise, were revised with rodeo on the usual Sunday auto racing date. Grandstand ticket sales were as follows:

Afternoon Shows		1950	1949
Friday (35) auto races.....	15,667	15,283	
Saturday (35) auto races.....	15,077	15,000	
Sunday (37) rodeo.....	15,195	23,723	
Monday (35) auto races.....	14,610	14,791	
Tuesday (35) motorcycle races.....	12,599	9,427	
Wednesday (36) thrill show.....	16,706	8,770	
Thursday (31) auto races.....	15,005	24,309	
Friday (1) stock car races.....	20,000	10,323	
Evening Shows		1950	1949
Friday (35).....	15,120	11,944	
Saturday (35).....	15,008	17,840	
Sunday (37).....	15,742	19,740	
Monday (35).....	15,019	17,841	
Tuesday (35).....	15,048	15,119	
Wednesday (36).....	15,007	11,284	
Thursday (31).....	15,007	15,568	
Friday (1).....	15,007	6,663	

Les Cramer's rodeo was proclaimed by fair secretary Lloyd Cunni gham as the best to play the Iowa grounds in twenty years. The Saturday and Sunday performances were held despite a sea of mud which would have halted most other types of performances. Jimmy Lynch put on an abbreviated performance at his first night show for the fair Saturday, when a muddy track made it impossible to roll a car.

National Speedways put on the auto and motorcycle races, with the Joe Chilwood thrill show Wednesday. Total grandstand attendance for the Monday-Tuesday-Wednesday shows was 43,375 as compared with 24,790 last year when the horse events ran on the same days. Attendance, similarly, was up on weekdays for the nighttime revue shows.

Hennies Scores
Hennies Bros.' Shows hit the jackpot on the midway, with a 20 per cent gain over the take a year ago for the first gain registered by Hennies this season. The show started out strong with a 26 per cent gain for the first day and played to a strong take during the remaining seven days.

Even the dance hall on the fairgrounds showed signs of becoming an attraction. Jack Eckerson, formerly general agent for Royal United Shows, managed the ballroom and reported square dancing, and old-time music proved a hit on weekdays. The Vikings played Wednesday night (30) and pulled more than 1,000 admissions.

Top attraction at the fair this year was that of the Des Moines automobile dealers who displayed eight

shiny new cars alongside eight old-timers under a tent. With a free gate, more than 100,000 persons lined up for a view. The display was open from 7 a.m. to 7 p.m. and a continuous block-long line prevailed. The old cars were from Horn Bros., of Fort Dodge, Ia., who have a collection.

Barnes-Carruthers grandstand acts included Martin Duo, trampolines; Glen and Glen; Novello, unsupported ladder; Tony, comedy chimp; the Hustries; Thru Car; Great Swanson; Nick Francis; the Mardens; Rudenko Brothers; Van de Velde Quartet; Jacques Cordou and Company; Gautier's steeplechase; Torelli's Circus; Hodgini Circus; Machino Five; Lane Brothers; Two Chords; Tipy, Tap and Toe; Art James; Johnny Burke; Bert Nagle and Company; Mrs. Wyse Jr. and Peggy Womack; Pirotska, acrobat dancer; Capt. William Heyer's dancing horse, Starless Night; Nagle and Hilja, and Moon Dodgers.

INSURANCE

— • —

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO ILLINOIS

FOR SALE

SUPER ROLLOPLANE

A-1 RUNNING CONDITION
\$2500.00 CASH
(Harold Lucas, Take Note)

BOX 190
c/o Billboard Publishing Co.
390 Arcade Bldg., St. Louis 1, Mo.

RIDE HELP WANTED

Foreign on Wheel and Kid Ride. Second Men on all Rides. Wiring work Concessions or other help. Must be experienced. Dealers wanted. Hiding for army camps. Work all the year around.

Contact MANAGER
Hartshorne, Oklahoma, this week

WANTED

Shows and Concessions of all kinds for Fayette, Mo., Big Fair, week Sept. 11.

MOUND CITY SHOWS

Palmry, Mo., this week.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST
MIDWAY

AUBURN, IND., FAIR, SEPT. 12-16

Want Mechanical City, Animal, Glass House, Monkey, Snake, Unborn and Other Grind Shows.

Ride Help—Tilt, Merry-Go-Round and Caterpillar, Foreman for Caterpillar.

JOHN QUINN—Cheboygan, Mich. (now)

C.C. (SPECKS) GROSCHURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR GILES COUNTY FAIR, PULASKI, TENN., WEEK OF SEPT. 11; FOLLOWED BY NORTHWEST ALABAMA FAIR, JASPER, ALA., WEEK OF SEPT. 18; AND A CONTINUOUS ROUTE OF SOUTHERN FAIRS UNTIL ARMISTICE DAY.

Legitimate Stock Concessions and Hanky Panks of all kinds. Ball Games, Hi-Striker, Custard, Short Range, Coke Bottles, Pitch-Tilt-You-Win, Balloon Darts and others.

SHOWS—Can place Fun or Glass House for balance of season.

Address: C. C. GROSCHURTH, Clarksville, Tenn.

CENTRAL STATES SHOWS

WANT—Age and Seals, Eats and Drinks, Custard, Ball Game, String Game, Fish Pond, Darts, Hi-Striker, Hanky Panks of all kinds.

CAN PLACE SHOWS WITH OWN EQUIPMENT.

Hillsboro, Kansas, Fair, September 5 to 8; Pawnee, Okla., Fair, September 11 to 14; then Ponca City, Okla., Cherokee Strip Celebration, September 15, 16, 17.

W. W. MOSER, Mgr.
Hillsboro, Kansas, Fair, now.

P.S.—For Sale: Bingo Concession, 16'x40', without stock.

HILLSBORO FALL FESTIVAL

HILLSBORO, OHIO — SEPTEMBER 27-28-29-30

ON STREETS—FREE ADMISSION

— CAN PLACE —

SHOWS—Penny Arcade, Illusion, Snake, Fun House, Fat Show, Monkey, Glass and other Shows of merit. No Girl Shows. CONCESSIONS—Fish Pond, Pitch Tilt You Win, Crochet and Blankets, String Game, Cork Gallery, Basket Ball and other Ball Games. Write or wire:

C. H. STEVENSON, Hillsboro, Ohio

ROYAL EXPOSITION SHOWS

FINAL NOTICE FOR OUR FAIR CIRCUIT OPENING AT EATONTON, GA., SEPT. 11TH

Thanks for the liberal response to our two past ads in Billboard dated Aug. 28th and Sept. 2nd. We could not use everything asked about by several showmen, however, we DID appreciate hearing from you, Agata. THANKS. Still have openings for Jewelry, Custard, American Polaroid, Pointe Chips and a few Hanky Panks. Also Midget Show. Tilt-a-Whirl and Choo-Choo Train. Address all inquiries to:

J. P. BOLT, Gen. Mgr.
Eatonton, Ga., until Sept. 18th then to car route.

Kellie GARD Show's

WANT CONCESSIONS—Seals, Age, Cook Gallery, Balloon Darts, Fishpond, Pitch-Tilt-You-Win, High Striker, Ball Game, String Game, Fish Pond, Darts, Illusion, Lead Gallery. SHOWS—Will book Shows for 20% after tax. Snake, Illusion, Three or Five-in-One, Wild Animal, Tilt-a-Whirl, Merry-Go-Round, Ball Game, String Game, Fish Pond, Pawnee, Okla., this week; Russellville, Ala., week of Sept. 11; Newcomb County Fair, Fulton, Miss., week of Sept. 18; Red Bay, Ala., week of Sept. 18. Site others to show in the Cotton Belt.

PHONE: 3123-J. FLORENCE, ALA.

PAUL OLLIS, Lee's United Shows
Breckenridge, Mich., Sept. 4 to 9; Battle Creek, 11 to 17.

Talent Topics

(Continued from page 66)

ing August 24 and 25 at West Union, O., and Falmouth, Ky., were Arnold's Barnyard Frolics. Yvonne, traps and rolling guitar. Leo Francis, musical clown, the Connells, juggling and riding, and a six-piece band. Rotroff Attractions booked the acts.

Acts appearing Williamson County Fair, Franklin, Tenn., August 30-September 2, included the Flying Romas; Lew Lewis, comedy cyclist and clown; Princess White Cloud, organist, and Billy Rice, clown. . . Performers appearing during the recent Eastern Shore Fair, Cambridge, Md., took time out to entertain patients in Eastern Shore State Hospital, reported Kathleen Henry Coll, hospital co-ordinator of volunteer activities. Acts appearing included Jean Wilkins, piano; Eddie White, emcee; Clark and Bailey, comics, and the Campbell Sisters, yodeling Western act. . . The George Hanneford Family with Kay Francis and the Hanneford Brothers are featured with Frank Wirth's "Wake Up and Sing" revue which is playing Eastern fairs.

Ira Millette, aerialist-equilibrist, for many seasons with the Ringling-Barnum circus, is presenting a new act this season, Millette and Penny, with his daughter, Penny, high pole performer. Act has been playing

parks under the Al Martin banner and is set for Labor Day week at Olympic Park, Irvington, N. J., thru Herman Blumenfeld, of the George A. Hand office. . . Skating Continentals, roller trio, are appearing at the Shamrock Irish House, Cone Island, N. Y.

Al Morgan, pianist-vocalist star of radio, TV and niteries, has been booked for a repeat engagement as free act at Cone Island, Cincinnati, by Edward L. Schott, president and general manager of the park. Morgan will appear on the mail at 9 p.m. Saturday and Sunday (9-10) and at 4 p.m. Sunday. He also will be featured in Moonlite Gardens, park ballroom, twice each evening with Charlie Kehrer's band. The dates mark the first of a series of post-season week-end operations.

Set for Greenfield (Mass.) Fair, September 11-13, are the Flying Harisells, Al Gordon's dogs, Krick and Krook; Two Adams, bike act; Pierrot and Pierroette, roller skating; Gautier's Steeplechase, The Norberts, high wire; The Rays, tumbling; Sam Lyndfield's Krazy Scouts and The Madcaps, comedy. Two Adams and the Three Barretts, high wire, are booked for Rochester (N. H.) Fair, September 18-23.

Booked for Eastern States Exposition, Springfield, Mass., September 17-23, are Amadoris, comedy contortionist; Chamberberts, comedy act; Edna and Leon, balancing; Zoppe Zavatta Troupe; Leo Rios, swinging anchor; Triska Troupe, high wire; Paul Raak, contortionist; Bob Perry, comedy trampolines, and the Bruno Family, high wire.

Jan Claire and Hudson, balancing act; Three Bouncing Bodos, trampolines; Two Adams, Maito's dogs and the Clinton Saunders singing team are set for Deerfield (N. H.) Fair, September 4-9. The Madcaps, The Ericksons, acrobatic and trapeze; Sharkey the Seal, Watkin's chimps, Bob Perry and the Sky Troupe are booked for Rutland (Vt.) Fair, September 4-9.

Virginia Belmont recently showed Acey and Deecy, talking mynah birds, at the Jordan Marsh department store, Boston. Billed as the "Whispering mynah birds," they have a vocabulary of 32 words, with Deecy intoning a commercial.

Lee Slade's Sky Prince act opened Monday (28) at Canadian National Exposition, Toronto, after closing the Woodstock, Ont., fair. The Sky Prince, pole act, played Oakland County Fair, Oxford, Mich., and a date at St. Clair Shores, Mich., for the Amvets. Thomas and Lee Slade, billed as the Musical Notes, will play the Stryker (O.) Labor Day Celebration along with the Sky Prince.

CHATTANOOGA (TENN.) INTERSTATE FAIR

SEPTEMBER 18 TO 23

SOUTHEASTERN FAIR, ATLANTA, GA.

SEPTEMBER 27 TO OCTOBER 7

Can place limited number LEGITIMATE CONCESSIONS of all kinds for these two outstanding fairs.

Jerry Jackson CAN PLACE

Outstanding Dance Team or Novelties Act. "Butterbeans & Sals" and "Nite Bros." contact us.

CATERPILLAR FOREMAN WANTED

Good Proposition for Reliable Man

RIDE HELP, CANVASMEN, TRACTOR DRIVERS and Useful Carnival Help in All Departments Wanted

JOHNNY J. JONES EXPOSITION

KNOXVILLE, TENNESSEE

LAST CALL

WANTED FOR MINEOLA, L. I., FAIR

SEPT. 12th - SEPT. 16th INCLUSIVE

ALL KINDS OF LEGITIMATE CONCESSIONS
NO WHEELS

I. T. SHOWS, INC.

Phil Isser, General Manager

1539 East 29th St.

Phone: CLoverdale 8-1061

Brooklyn, N. Y.

OKLAHOMA EXPOSITION SHOWS WANT

For Okmulgee County Colored Fair, Hoffman, Okla., Sept. 14-15-16; then Muskogean County, Colored, Baytown, Okla., Sept. 20-21-22-23. Can place Bingo, Floss, Ball Games, Fish Race, Pitch Tilt, Yoke, Flat Camels, Hoopla, Darts, String, Cokes, Sit Cat, Photos, some P.C. open. After fair the West Texas Cotton Country, Oct. all winter.

JOE STARR, Morris, Okla.

Prell's World Fair Shows WANT

Musicians and Performers for Ernest Stokes and his Swing Time Revue, salaries negotiable. Wire or contact Ernest Stokes or Jerry Roll Jones, Warren, Va., this week; Rutherford, N. C., next week.

WANTED CARNIVAL

for next week. Must have Colored Minstrel. But let, plenty room.

Sponsored by Paul Thomas
Carrersville, Ga. Telephone 9129

BETTY WINTERS

Please contact

R. C. BRYAN

608 Tamps Street Tamps 2, Fla.

CENTRAL AMUSEMENT CO.

Wants for BLADEN COUNTY FAIR, Clarkson, N. C., Sept. 11-16 and Balance of Season of 10 More Bona Fide Fairs in North and South Carolina

Want Custer, Cookhouse, Kribb, Photos, Novelties, all Hanky Parks open. Good proposition for Motor Drome. Want Kiddie Rides. Want Shows with own outfits, low percentage. Have top for Girl and 5-1. Would book Minstrel Show complete with your outfit on low percentage. These Fairs are real Jig Show spots. Want Ride Help, P. C. Agents, Free Acts. Want good Electrician. Can place Diggers, Arcade. What have you? All contact

SHERMAN HUSTED, Manager, Central Amusement Co.

Myrtle Beach, S. C., until Sept. 7; then Clarkson, N. C., until Sept. 16; then as per route.

WANTED WANTED WANTED

Ride Help for No. 5 Wheel, Merry-Go-Round. Must drive semi. Long season. Hanky Parks of all kinds. Shows—Monkey, Glass House, Mechanical Show, St. Charles, Mo. (Fair), Sept. 6 to 10; Bloomfield-Homestead, Sept. 12 to 16; Gardewell, Mo., Fair, Sept. 18 to 23; then per route.

BIG FOUR AMUSEMENTS

HARRY'S GREATER SHOW

CAN PLACE FOR THE FOLLOWING FAIRS AND CELEBRATIONS

Fish and Duck Pond, Ball Games, String Game, Coke Bottles, Bumper, Short Range, Ill. Striker, Ice Cream or Custard, Darts, Basket Ball, 6 Cuts (must work for stock only) or any other legitimate Concession.

Want Small Minstrel Show complete for Asheboro and balance of season; very small percentage.

P.S.—Want a good FREE ACT for the weeks of Sept. 18 and Oct. 2.

PEARISBURG, VA., FIREMEN'S STREET FAIR, September 11 thru 16
MADISON, N. C., ANNUAL LEGION CELEBRATION, September 18 thru 23
ASHEBORO, N. C., COLORED FAIR, September 25 thru 30
SMITHFIELD, N. C., ANNUAL LEGION CELEBRATION, October 2 thru 7
AMHERST, VA., FAIR, October 16 thru 21
AMHERSTDALE, WEST VIRGINIA, this week

WANT CONCESSIONS

For Fall Season, September 12-16

All open except Brides and Popcorn

Have week Sept. 25 to 30 open for set 6 or 8 Rides, also week Oct. 9 to 14 open. Wire or write as per route.

HOWARD BROS.' SHOWS

Marietta, Ohio, September 3-6; St. Clairsville, 7-9.

100K

GET YOUR WINTER BANK ROLL HERE

Greenup, Ky. Sept. 13-14-15

Day & Night

Stock Concessions, no "XX", Cookhouse or Grub, Jewelry, Photo, Floss, Novelties, Diggers, Ball Games, Scales, Add Books, Hoopla, Glass Pitch, Long or Short Range, Grind, Count and Fun Games, Six Cast, Buckle, Bowler, Alley, Swinger, Nuts and Nuts Camp, Bobbly Alices and Earl Livingston, wire. Will book Kiddie Ride or Pony Track. Have four more Kentucky fairs to follow.

100K

ROXIE HARRIS, Greenup, Ky.

100K

WANT NESSLER'S GREATER SHOWS WANT

For our string of Southern Fairs, starting at Gibson Co. Fair, Trenton, Tenn., Sept. 11, then six more to follow. Concessions of all kinds: Cakes, Sit Down Grub, Novelties, Fish Pond, Ball Games, High Striker, Custard, Long or Short Range, Basket Ball, in fact any kind of Hanky Panky. Sorry, no Flatlins or Glass Shows; Good territory for a Jig Show with our equipment. Don't you contact. Foreman and Second Men who can and will stay sober and can drive drunk. You must get your pay every week in cash. This Show is heading for the Valley in Texas.

WIRE

PHONE

B. NESSLER

Moquins City, Ill., Sept. 7 to 9; then per route.

September 9, 1950

Amusement

Charted, Schroeder Open Michigan Spot

CARO, Mich., Sept. 2. — A new rollerdrome, managed by Garland Charted and Carl Schroeder, opened here August 4.

Chicago skates go with admission tickets, with shoe skates available if asked for. A Hammond organ furnishes musical accompaniment. The new rink is air conditioned and offers modern illumination.

New 3G Floor Scheduled For Greenville Skating

GREENVILLE, S. C., Sept. 2. — The municipal skating rink in Cleveland Park here is to have a new floor. City council has approved expenditure of not more than \$3,000 to have this work done. The action was taken on request of Alderman R. E. Bishop, chairman of the park committee.

Bishop said the floor had been repaired several times and that it was no longer worth patching.

A. C. Club Celebrates

ATLANTIC CITY, Sept. 2. — A display of seven trophies, to which was added two medals and a plaque for honorable mention, marked the celebration of the seventh anniversary of the Roller Derbies, local club of female roller skaters. There are 18 girls in the club. The trophies were won in skating competitions during seven years the group has been organized.

BEST BUILD RINKS

LARGEST manufacturers of complete portable rink and interchangeable sectional maple floors. There is no new portable skate rink in the world. Best of present low price or wait until next year and pay double. Write for full particulars or come to see.

GOLD'S PORTABLE RINK CO.

609 N. 5th St., Longview, Texas. Phone 2442-W

WE BUY AND SELL

New and Used Rink Roller Skates. Advice make, size, condition and quantity. Also repairs.

JOHNNY JONES JR.
Agents for Chicago Roller Skates
21 Chatham St. PITTSBURGH, PA.

PORTABLE SKATING RINK
Approximately 30'x120' good hard Maple Floor and practically new Tent, used one season about 175 Full Chicago Rink Skates, Pop Cooler, extra Fine Sound System and around 75 good Green Skating Records. This set is in A-1 condition, set up and operating as a very good location. Have more to look after than I can handle is the only reason would consider selling. For price and further details contact **ROBERT E. PEARSON** 411 W. Franklin St., Delahi, Ind.

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE
Wrote
PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Mich.
Originator and Sole Distributor

WANT TO BUY ABOUT 1,000 PAIRS OF NEW OR USED ROLLER SKATES AND SHOES

Box D-414, c/o The Billboard, Cincinnati 22, O.

WANTED

Am interested in buying or leasing a medium size roller rink. Write
1133 55th St., Brooklyn, N. Y.

LARGE EASTERN R.S.R.O.A. RINK

WANTS

Professional Skating Teacher, prefer man and wife. State experience; give references and mail are expected in first letter. Box D-424, Billboard, Cincinnati 22, Ohio.

COMPLETE PORTABLE RINKS

SEASONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment.
BILT RITE FLOORS & RINKS
100 East 4th St., Tyler, Texas. Phone 4-9383

Recent Lawsuits Reviewed:

Important Decisions Briefed As Service to Rink Operators

—By Leo T. Parker—

(Recently the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits. To provide an easy-to-understand briefing of these decisions, The Billboard engaged Leo T. Parker, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

Eject Disorderly Patrons

According to a recent higher court it is the duty of the operator of a roller rink, or other amusement device, to eject promptly a patron who is visibly intoxicated and disorderly and, therefore, dangerous to other patrons.

Failure of the operator or proprietor to eject from the premises a disorderly and dangerous patron may result in the payment of damage allowance to an injured patron.

For illustration, in *Martin vs. Philadelphia Gardens, Inc.*, 35 Alt. (2d) 317, the testimony proved that while a minor, age 13, was skating in a rink, another minor, also 13, was in collision with him, causing him to be thrown to the floor and to be injured seriously. The boy sued the proprietor and alleged the proprietor permitted the patron, who was disorderly and visibly intoxicated, to use and skate upon the rink, and this dangerous patron, collided with him.

Also, the lower court refused to hold the proprietor liable, the higher court reversed the verdict and said: "Nothing could be clearer than the fact that patron was drunk and, as a menace to all patrons in the place . . . It was the defendant's (proprietor's) duty to eject promptly from his place of public entertainment a drunken and dangerous patron in the condition of this patron, and he is answerable in damages for his failure to do so."

Also, see *Easier, Down Amusement Company*, 133 Alt. 805, where a boy who purchased a circus ticket was struck by a circus employee. The higher court held the circus owner liable because inadequate police protection was provided patrons.

Not for Charity

Contracts to operate a place of amusement for charity will not always relieve the proprietor for taxation payments.

In *Forehand vs. Moody*, 36 S. E. (2d) 321, a State law prohibits operation of places of amusement on the "Lord's day unless for necessity or charity."

A man named Rogers leased an amusement place for Sunday only of each week. The lease went into a deedable title stating that Rogers intended to operate the amusement on Sundays for "charity" and Rogers paid the building owner \$20 per Sunday plus 25 per cent of the gross receipts.

The higher court promptly granted an injunction against Rogers operating the amusement on Sundays, and said that the apparent purpose of the lease contract was to escape the State law.

Skatery Is Planned For Bear Mt. Park

BEAR MOUNTAIN, N. Y., Sept. 2. — A large roller rink is planned for Bear Mountain State Park here, to be built on the site of the old tennis courts near the Bear Mountain Inn. The State Department of Public Works will advertise shortly for bids on construction of the building, and heating, sanitary and electric work. Nearest roller rink in the park is about 15 miles from Bear Mountain.

\$87,575 Damages

Modern higher courts consistently hold that if the proprietor of a place of amusement is negligent that he made reasonably frequent inspections of the premises he exercised an "ordinary" degree of care to discover and remedy dangerous or defective conditions and no liability exists for injuries to patrons. Otherwise the proprietor is liable.

In *Johnson vs. Long*, 180 Pac. (2d) 31, the testimony showed facts, as follows: One Johnson was injured when an overhead door fell on him. He proved that the carpenter who installed the door did not tie the end of the wire cable securely to prevent it from unwinding. Also, Johnson proved that the proprietor had not inspected the door before putting it in use.

The lower court granted Johnson \$87,575 damages. The case was appealed but the higher court approved the verdict.

This court explained that this proprietor could have avoided liability if he had proved that he used ordinary care and inspected the door. Although he may not have discovered the defect, yet he would not have been liable because a proprietor who regularly inspects premises is not expected by law to discover and repair hidden defects.

Roller Derby Takes Payne Row to Court

NEW YORK, Sept. 2. — A disagreement between officials of the Roller Derby and Carl Payne, suspended coach of the champion Jersey Jollers, was taken to Supreme Court this week.

Roller Derby Associates, promoters of the sport, and the International Association of Professional Roller Skaters, performers' organization, asked Justice Samuel Dickstein for an injunction barring Payne and his wife, Monte Jean, from presenting their version of the sport at Braybrooks Stadium, Richmond, S. I., N. Y.

Mr. and Mrs. Payne were given until August 31 to file an answer.

Another ARSA Revue Set at Jones Beach

NEW YORK, Sept. 2. — Roller Races of 1950, presented by George Apalde, president of the United States Amateur Roller Skating Association (USARSA), will be presented tomorrow night (3) at Jones Beach State Park.

Last of the season's exhibitions, the show will feature solo skating, doubles, fours and dancing.

Long Beach Club Elects

STRATFORD, Conn., Sept. 2. — Edward Johnson was elected president of the Long Beach Skating Club at its annual meeting at Erie's Skating Arena in Lordship this week, succeeding William Wright. Other new officers are John Wood, vice-president; Mrs. John Wood, secretary; Anne Samuelsen, treasurer; William Wright, sergeant at arms; Mrs. Jennie Bohmer, Theresa Lecci, William Wright, Raymond DeCava and Ellen Wood, executive committee.

THE "CHICAGO" DANCE SKATE

TRADE MARK REG. U.S. PAT. OFF.

Approved by Mr. Perry

Rawson's Laboratory

Built for Skate Dancers

With suggestions from the leading expert on dance skating, Mr. Perry Rawson, CHICAGO has designed a skate specially for dancing.



No. 287DD

SIX SPECIAL FEATURES

1. 10 action with light sole-heel plate.
2. Soft red rubbers with flexible easy action.
3. Malleable iron trucks with non-bend wheel.
4. Overall width (at axle) 3.75 inches.
5. One-inch tread dance wheels impregnated for longer wear and better grip.
6. Axle nuts not beneath the wheel of the wheel.

Mr. Rawson says: "This type of skate is the skate for dancing." He should know.

CHICAGO ROLLER SKATE CO.

4427 W. LAKE STREET

Manufacturers of All Kinds of Roller Skates

CHICAGO 44, ILLINOIS

HYDE

YOUR ASSURANCE OF QUALITY

when you buy Roller Skating Shoes look for the **HYDE** or **BETTY RYDLE** label . . . Your **ASSURANCE OF QUALITY**.

Our **COMPANY LABEL** is your Guarantee.

HYDE ATHLETIC SHOE CO. Cambridge 41, Massachusetts

SPECIAL VALUES!

DIRECT IMPORTS

Large
Walking
Bear
\$6.50
doz.



Gross lots, \$6.00 doz.

SCOTTIE DOG.....	Dosen	Gross
WALKING BEGGING DOODLE.....	7.20	6.50
WALKING CAMEL (Push).....	7.20	6.50
WALKING CAMEL (Metal).....	7.20	6.50
BLACK WOLF DOG.....	6.50	6.00
TUMBLING DOG (Metal).....	7.20	6.50
ROLL-OVER CAT.....	7.20	6.50
BEAR ON TRAPEZE.....	7.50	6.75
ELEPHANT.....	7.50	6.75
JUMPING DOG.....	7.20	6.50
JUMPING GORILLA.....	7.20	6.50
ROARING DOG.....	7.50	6.75
WALKING LION.....	7.50	6.75



PERFORMING

FOR SEAL

With Seal

\$8.00 DOZ.

Gross, \$7.20 Doz.

IN STOCK! SHIPMENTS MADE
SAME DAY ORDER RECEIVED

1/3 with order, balance C. O. D.

Send \$1 for sample any item

Guaranteed mechanically perfect

Consolidated Distributors

2412 THIRD AVE.
SEATTLE 1, WASHINGTON

CLOSE-OUTS

Red, White and Blue

26-Inch

BATONS

With Gold Tassels \$9.50

Knobs Per Doz.

4 for \$33.00

Per Doz.

for Sample Dozen—\$1.00

Cash With Order

No C. O. D.'s

Chas. Demee Mfg. Co.

108-116 E. WALNUT ST.

MILWAUKEE 12, WIS.

NEW 1951 WHOLESALE CATALOG!

7000 ITEMS

AT WHOLESALE

PRICES

Many items for sale

to you, Jan packed with

the latest and greatest array of Top-Notch merchandise

fine appearing to dealers. Included \$500000 of

merchandise of various styles, colors and

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AGENTS AND MANAGERS

(Continued from page 94)

ONCE A NIGHT COINS—100, \$7.50. Ten

samples, \$1.00. Lenses 73319 St. Louis

Chicago 31, Mo.

PERFUME—SIOLENE TO INDEPENDENCE

learns all, "Perf. International," 6347 Farnell-

Bldg. Chicago 31, Mo.

ORIGINAL KOEHLER SLIPS—LEADER Since

1920, 1250 varieties for stores, taverns, etc.

\$6.00 per 100; also changeable signs and religious

motifs. 250 (741) best sellers, 14 postpaid, free

illustrations. Koehler, 325 South, Lehigh, Pa.

PERFUME—WHOLESALE, H&B PROPR.

modern French odors, 50¢ per ounce in

bulk. 1000 abstractive, 350 Lincoln Blvd.

Miami Beach, Fla.

POCKET COINS—100 CARDS 19¢, 50¢

each. 1000, 1000, 1000, 1000, 1000, 1000

3 cards 10¢, 1000, 1000, 1000, 1000, 1000

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"SUPER SELLERS"SURE MONEY MAKES FROM
NOW TO CHRISTMASEVERYONE WANTS TO TOOT
MAHOOT FLUTE

... watch Clats, the Cabre Denon

\$3.60	\$39.00	Sample
doz.	gross	50c

BLUSHING SWEETHEARTS

All the World Will
Love These Little Levers
But But What Else! Them Both Blush!

\$7.20	\$86.00	Sample
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MAGIC CAGE

(with 4 sets of changing animals)

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doz.	gross	50c

Order Now—Immediate Delivery

25% deposit, balance C.O.D.

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ACCESSORIES****HAMMOND SOLOVOX, MARQANTON, LIKE**
new instructions, 1000 L.A.B. Detroit, R.
Beck, 14973 Oakfield.**PERSONALS****ANYONE HAVING INFORMATION CONCERNING**
Cecilia (Mrs. W. F.) Rodgers, last known
at New Orleans February, 1936, contact J. Box
47, Enterprise, Fla.**EMMETT, EUGENE GUDDY, SON OF GEORGE**
and Margaret, 1000 L.A.B. Detroit, R. Beck, 14973
Oakfield, for financial advantages of wife
BAR, P. O. Box 10, Atlanta, Ga.**VICOR WOODWARD, CANT IN TOUCH WITH**
me at once, Rose.**WILL WILLIAM WOLLIE AND HELEN**
Pittman, kindly contact Kelly, John
Marks Shows, or Raymond Sellhorn, East
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Trailer, a bargain.**PHOTO SUPPLIES,
DEVELOPING-PRINTING****ATTENTION, JOBBERS ONLY—WE ARE ALL**
the best quality photographic folders
from 1 1/2" x 2 1/2" to any size you desire; very
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Park Row, N.Y.C.**COMIC FOREGROUNDS AND BACKGROUNDS**
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128 Franklin St., South 8, Mo.**COMPLETE STOCK DIRECT POSITIVE SUPPLIES**
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drop in and see them! Latest improvements,
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supply everything you need; reasonable
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the best quality Direct Positive paper, photo
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sample, prices listed, same, Photo Mounts,
333 Woodland, Glendale, Pa.**PHOTOMATON'S ORIGINAL "IMPROVED"**
color operated fold (patented) 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**MILLEN ELECTRIC DIRECT POSITIVE CAMERA**
"MILLEN-Q-STATE" developing unit, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**THE NEW EASTMAN IMPROVED TYPE D**
film, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**PRINTING****ALWAYS LOWEST PRICES—THREE-COLOR**
and four-color printing, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**ATTRACTIVE 100 #111 LETTERHEADS & 80**
envelopes, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**ATTRACTIVE 100 #111 LETTERHEADS & 80**
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No charge accounts

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all size and all contract; living quarters
and new; all winter South, C. Glander, 146
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contact Jay Theatre, Denver, Nevada; Act
Singer, Denver, Colorado; contact, Jay
Theatre, Denver, Nevada.**COOKS, GRIDDLE MEN AND WAITERS**
at 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**EXCELLENT POSITION FOR ATTRACTIVE**
girl, red country hair, thirty-two miles
from loop, Box 79, Billboard, Chicago.**GIRLS WANTED—EXOTIC STRIPS, DANCING**
and singing, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**LADIES TO TRAVEL—MUST BE NEAT APPEARANCE**
to see local, to take to customers in
chain stores, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**ALL GOOD ACTS TRAVELING THIS WAY**
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Singer, Denver, Colorado; contact, Jay
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glasses, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**NEARBY VARIOUS KENOSHA LETTERHEADS**
Distinctive Box, Dancers, gold and colors;
samples 10c, be surprised, Solidity's Col-
orized, Kenosha, Wis.**STUBBER STAMPS, 2 OR 4 LINES, 81 POST**
paid; Stamp Pads, 50c, Smallwood Printing,
2175 Vine, Cincinnati, O.**STUBBER STAMPS MADE TO ORDER—ONE**
line, 50c; two lines, 75c; three lines, 81c;
additional lines, 10c; Ink, 5c; Ink,
Dettar, 75c, Wendel, Kunk, Victoria, Kan.**WINDOW CARDS, PROGRAMS, HERALDS,**
Photo-Optical Printing, Ceto Show Printing
Co., Colo, N.Y.**50 OR 60 WHITE BOND ENVELOPES, 100**
Box 100, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**SALESMEN WANTED****AD MATCHES—SELL AMAZING DESIGNS**
25, 50 and 250-unit book matches; low
cost cash commission; every business a pro-
spect; repeat start without experience; men,
women; full part time; buy nothing; sales kit
furnished; Match Co., 201, Chicago, Ill.**50c MONEY TAKING ORDERS—SHIRTS, TIES**
Box, Panja, Jackson, Swetters, Shes, Un-
dergar, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**WE HAVE MERCHANTS EVERYWHERE WORKING**
for you; you do them a favor and in re-
turn they will give you a commission; every retail
store wants what you have to offer; we take
care of the details; complete your order
today; reply for full information,
Box, 225, Chicago, Ill.**SCENERY AND BANNERS****MIAMI CARNIVAL-CIRCUS BANNERS**
best, not the cheapest; no disappointments
Shenck Studios, 1234 S. Halsted St., Chicago
CA-2544.**A-1 TATTOOING MACHINES, DESIGNS, COL-**
ors, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**EVERYTHING YOU NEED FOR TATTOOING**
with Tattoo Machine Designs, Colors,
complete outfit, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**WANTED TO BUY****ADAMS 14 GUM VENDER—MODEL N, RE-**
gardless of condition, Mr. Dominic Moffette,
1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**ILLUSIONS MAGIC, NOVELTY ACTS, WAX**
Gears, Mummies, Plantation, Freaks,
Mammals, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**EVERYTHING YOU NEED FOR TATTOOING**
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complete outfit, 1000 L.A.B. Detroit, R. Beck, 14973 Oakfield**Sell DUNHALL WATCHES
For BIGGEST PROFITS****RHINESTONE DIAL WATCH**
In 14K Gold Plated Case**14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH****14K Gold Plated CHRONOGRAPH**



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 Large stock always on hand. Novelties, Premiums, Glassware, Feather
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beginning **NOVEMBER 4**

LIGHT UP FOR PROFITS!



Here is your Christmas B.B. Pearl Headed Pistol Lighter. This is a repeat to our last and was terrific.

Same single action lighter as above with black handle.

Pepper Pistol Lighter \$12 Ds.
as above with black handle. \$144 Gross

Pepper Pistol Lighter \$9 Ds.
as above with black handle. \$100 Gross

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Veritron Pistol Lighter \$12 Ds.
Heavy, steel chrome plated like the American made. \$135 Gross

Automatic Black Handle Pistol Lighter \$12 Ds.
action open and close with one pull of the trigger. \$132 Gross

As above with Pearl Handle. \$12 Ds.
3-Blade Knife, 3 1/2" long. \$142 Gross

curved thumb, mottled finish. \$4.50 Ds.
A steel in stainless steel. \$45 Gross

For prepaid orders add \$6 per dozen for postage.

Lighters are all individually boxed with removable stands for use in pocket, purse or on table.

Open account to rated concerns—C.O.D. shipments require 25% deposit.

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175 Fifth Avenue New York 10, N. Y.

Now... at NEW LOW PRICES!!

"BOBBY" Queen of Burlesque
Shaking and shimmying in new sailor "ruffled" Fish-like, soft leather rubber. \$4.50 Ds. Send \$1 for sample

"SALOON" the Harlem Dancer
The latest, HOTTEST item you ever saw! She wiggle and shimmy on SEDUCTIVELY Overalls similar to the "fish" like rubber. \$4.50 Ds. Send \$1 for sample

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Pocket size, with 40 full-color transparencies of ART MODELS. Projects on any wall. Retail for \$2.50. \$17.50 Ds. Sample \$2.

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Flexible rubber. Retail... \$29.90 per doz. \$4.00 Ds.

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\$18 per doz sample doz. Assorted ART PICS 4x5 Glossy prints... set of 12 \$1.00 dozen sets... \$10.00.

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1844 Hollywood Blvd., Hollywood 28, Calif.

BABY GRAND PIANO LIGHTER \$22.50 dx.



Salesboard operators cleaned out our first shipment... also terrific for jewelry and gift departments. This is a chrome plated stainless steel piano engraving. The finest craftsmanship ever put in an imported lighter. Carefully constructed so that it only lights when black keys are pressed. A real time piece. Packed in gift box.

Sample—\$3.50 Express Postpaid.

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MERCHANDISE WANTED

Very large New York television & radio mail-order operator wishes to purchase novelty items, housewares, toys, etc., etc. for mail-order sale by television demonstration.

Must be very hot sellers only. Orders run up to \$200,000 or more per month. Send all details, samples, etc. by mail.

BOX 573, THE BILLBOARD
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BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIPFITTINGS, INC.
29 Old Ship N. Y., N. Y.

THE HOTTEST VIEWER IN THE WORLD TODAY!

IT WILL OUT-SELL ANY YOU HAVE EVER SOLD!

NEW MILD CIGARETTE VIEWER



TURN WHEEL AND SEE 20 FULL COLOR VIEWS OF HOLLYWOOD'S MOST ALLURING ART MODELS

- EACH VIEWER LOOKS EXACTLY LIKE A PACK OF CIGARETTES IN APPEARANCE, SIZE AND SHAPE
- MADE OF ATTRACTIVE, DURABLE PLASTIC BE THE FIRST IN YOUR TERRITORY TO SELL MILD CIGARETTE VIEWERS... THEY ARE PRICED RIGHT... STYLED RIGHT... FOR QUICK, PROFITABLE TURNOVER.

RETAIL PRICE 98¢ each

Send ONE DOLLAR for PREPAID SAMPLE Positively NO C. O. D.'s

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Lowest Prices Immediate Delivery

- 500/41 3 pc. silver antimony Table Lighter, Cigarette Um O Try Set \$9.00 Ds.
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- NO. 1052 PISTOL LIGHTERS \$6.00
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- 481 LARGE SIZE ATOMIZER, Individ. Boxed 2.00
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- 837 LARGE METAL OPERA GLASSES 9.40
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- 500/31 ANTIMONY SILVER & ENAMEL CIGARETTE BOXES 9.00

25% deposit must accompany all orders, balance C.O.D. No merchandise will be shipped in less than dozen lots. Write for Pre-Know Price List.

IMPERIAL MDSE. CO.
693 BROADWAY, NEW YORK 3

THIS LITTLE MUG PACKS A REAL WALLOP!



An Item That Sells Itself

Outstanding Miniature Beer Mugs With Assorted Ceramic Decal Designs

Write on letterhead for complete catalogue and price list!

BILL'S SPECIALTY MFG. CO.

433 N. 2nd ST. MILWAUKEE, WIS.

UNBELIEVABLE SCOOP!!

EVERYWHERE PRICES GOING UP — BUT STERLING CHALLENGES INFLATION AND PRESENTS THE BIGGEST BUY OF THE YEAR!



NO. 109-C Men's Double-Head Cornelian 1 m l. Cameo with brilliant side sets, 14 Kt. Gold Plate.



NO. 109-D Men's 1 m l. Onyx with Center and sparkling side sets, 14 Kt. Gold Plate.



NO. 109-H Men's 1 m l. Warrior-Head Homafite with dazzling side sets, 14 Kt. Gold Plate.

YOUR CHOICE OF ANY OF THESE only \$3.50 per doz. \$36.00 per gross

Remember, every ring has Imitation Diamond Sets on the side exactly as pictured.

If samples are desired, one of each (3 rings) sent for \$1.50 postpaid.

Minimum order—1 dozen. Remit in full or send 25% with order, balance C.O.D.

STERLING JEWELERS

44 E. Long St. Columbus 15, Ohio

Send For NEW CATALOG Now!

IT'S NEW—IT'S GUARANTEED IT'S AMERICAN MADE



Waterproof, redium clad, stainless steel ring. Fully automatic Pistol Lighter, anal black stilette on handle, \$7.50 Ds. Same with (new, different) glittering butterfly multi-color plastic on handle, \$8.00 Ds. All-chrome Junior Pistol Lighter, \$4.00 Ds. Antimony "Aldine" Smoke set (2 pc.), \$21.00 Ds. Squeaking Bocking Rubber Doll, \$15.00 half gross. Precision mirror, extra, \$1.00 Ds. Squeaking Bocking Rubber Doll, \$15.00 half gross. Precision mirror, extra, \$1.00 Ds. Squeaking Bocking Rubber Doll, \$15.00 half gross. Precision mirror, extra, \$1.00 Ds.

With expansion band. The extra Minimum order 1 dozen. Money back if not satisfied. 25% dep. on all orders. C.O.D.

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Senate Studies Anti-Bell Bill

Colo. Solons Fail To Act On Bell Vote

Gilpin County Okay

DENVER, Sept. 2.—The proposal to bring a bill legalizing bell machine operations in Colorado up for a public vote in the November election died in committee without reaching the State House of Representatives for a vote.

The proposal was one of five submitted to the special legislative session by Gov. Walter W. Johnson. The legislators, in session August 21-26, had cut all licensing and administrative provisions of the bill in an effort to limit debate to the question of whether or not the proposal should be put on the ballot. In its final form, the ballot proposal merely provided that bell machines, if approved, would be legal after April 1, 1951.

Discuss Shuffle

The House referred the bill to committee, directing that it determine whether any State revenue obtained would be considered revenue from an excise tax, 85 per cent of which would be put on the old-age pension fund. Also brought up was the 1949 State Supreme Court ruling on shuffleboard operation in taverns. (See Colorado Solons on page 122)

Canadian Rail Strike Snafus CM Shipments

Ups Location Crosses

ST. JOHN, N. B., Sept. 2.—With what is normally working time, now leisure time because of the prevailing strike of railroad employees in Canada, the strikers have been turning to coin machines for entertainment as well as merchandise, particularly at points where there is no theater or where single bills only are being offered, and time hangs heavy on the hands of the idle men.

Juke boxes are getting increased play, as are other units at rail stations, lunchrooms, restaurants and waiting rooms that are open part of each day. Pinball, shooting and digger machines are also getting more attention. At Moncton, St. John, McAdam, Edmundston, Campbellton, New Brunswick; Truro, Halifax, Yarmouth, Kentville, Sydney, in Nova Scotia; St. Johns, Corner Brook, Port Au Basques, on Newfoundland, and Charlottetown and Borden on Prince Edward Island, large numbers of railroad workers are on the loose.

The strike has left all the transportation of coin machines up to the

Prodigal Returns

Milwaukee Op Finds New Machines Win Top Spots, Solve Service Problems

MILWAUKEE, Sept. 2.—When Mello Curro, of Metropolitan Amusement Company, decided to re-enter the coin machine business several years ago after an absence of 14 years, he set his mind on maintaining a policy of using only new equipment.

His experience had taught him the financial folly of trying to operate a string of old machines which ate up his profits in service calls and whose antiquated appearance discouraged potential customers from parting with their nickels.

Picture Changes

The picture since Mello came back into the business is an entirely different one. Now he and his brother, Ted, who manages the routes, reassure themselves of the soundness of the present policy whenever they inventory their equipment. "Not a piece of our equipment is over two years old," Mello said. "This means a lot to us because we can get into the top downtown spots and stay there. Our machines are the latest and therefore we get very few trouble calls. We also receive steady production from our juke boxes and games because they are always in tip-top shape."

The Metropolitan Amusement Company operates every type of coin machine equipment in the field that is

legal here, with the exception of vending machines. Tentative plans for expansion into vending are being laid for future ventures in that direction, too, according to Curro.

In addition to a good sized, successful route of games and music, he (See Milwaukee Op on page 128)

Set World Wide As Three-State Keeney Distrib

CHICAGO, Sept. 2.—World Wide Distributors has been appointed distributor of J. H. Keeney & Company products in Southeastern Iowa, Northwestern Indiana and the North and Central parts of Illinois, it was announced by Keeney sales manager Charles J. Pierl this week.

With Owner Al Stern as host, assisted by sales staffers Monte West and Leonard Micon, World Wide held a special showing of League Bowler, Keeney's four-player shuffle game, at its headquarters here this week. (For details on this game, see story elsewhere in this section.)

SOCIAL SECURITY FOR OPS

German Boxing Being Produced By Abco Novelty

CHICAGO, Sept. 2.—Bill Olsher, head of Abco Novelty Company, announced this week the purchase of the manufacturing and sales rights to a two player boxing game originally made in Germany. It is equipped with a drop chute which has its own slush rejector.

Set for nickel play, the boxing features two mechanical boxers mechanically controlled by patrons. The boxers can be maneuvered in and out of punching range at will. Each player has a single lever equipped with two finger notches which control the boxer in his corner. One notch is for left hand punches the other for the right hand punches. The player scoring 20 hits on opposing boxer wins the match. It is possible to score with body or chin punches and these hits are recorded electrically.

Olsher said that he was undecided whether to produce the game on his own plant or license one of the

Coin Volume Up

WASHINGTON, Sept. 2.—Coins in circulation in June '50 are reported at \$1,485,000,000, the Treasury Department said this week. The continued high demand is forestalling any idea of recalling the wartime steel penny, and it is now figured that the last one won't be removed from circulation for another 20 years.

Heaviest increase in minting was for subsidiary silver. Total amount of half-dollars, quarters and dimes in the public pocket was replaced according to Treasury to \$964,000,000. An extra million dollars worth of silver dollars went into circulation to bring the total to \$170,000,000. Nickels and pennies increased a like amount to \$361,000,000.

Wornout steel pennies are being replaced according to Treasury but there are no plans for collecting all of them for replacement. Chief foe of the penny is the vending machine because the salt sets up a chemical reaction corroding the coin.

Ponder House Version That Cut Coverage

No Definite Action

WASHINGTON, Sept. 2.—The Senate Interstate Commerce Committee is pondering the House version of the Johnson anti-gaming 2½¢ bill which passed the lower chamber this week after 2½ hours of debate. Committee Chairman Edwin C. Johnson (D. Colo.), sponsor of the original measure, is examining the greatly amended House version to see if it satisfies him.

If Johnson and his committee decide the House version is okay, it can be cleared by the Senate in a jiffy and sent to the President. Since the original bill has already passed the Senate, all that is necessary to clear the revised bill is for the Senate to concur in the House amendments. A motion to concur could be offered by Johnson and he assured of acceptance.

However, if the committee decided the bill in its present form is unworkable or otherwise unsatisfactory, it will be sent to a joint conference of House-Senate Interstate Commerce Committee members to work out a compromise. In view of adjournment plans, this procedure could result in blocking the bill this session. (See Senate Studies on page 128)

Self-Employed Tradesters To Gain Benefits

List Payment Sked

WASHINGTON, Sept. 2.—All coin machine operators working in the United States will be included as January 1 under the terms of the Social Security Act signed into law by President Truman this week.

Operators will pay 2½ per cent of the first \$3,600 of a annual income, starting with the 1951 calendar year. The Social Security levy will be paid along with the final income tax statement for the year due March 15, 1951. The income tax blank will contain a schedule for computing the Social Security levy. This schedule will be detached by the tax collector and forwarded to the Federal Security Agency (FSA), and the amount is to be credited to the operator's Social (See Social Security on page 124)

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Diversification Trend Spreads

Survey Shows Fewer Firms Specialize in Single Type

Vend's annual Men on the Route study shows routemen work fewer hours, fewer days—no significant change in wages or numbers of employees

CHICAGO, Sept. 2.—Fewer vending machine companies are operating a single type of merchandise machine, according to a survey just completed by Vend, sister publication of The Billboard. This factor, reflecting a trend established two years ago, was pointed up again in the annual Men on the Route survey published in the September Vend this week.

While there was no significant change in the number of persons employed by operating companies, the survey showed, vending machine routemen work fewer days and fewer hours each week this year compared to 1949. Salaries for servicemen showed little change, but responding firms indicated they are paying more for skilled mechanics.

760 Operators Covered

Information for the survey was gathered by a four-page questionnaire mailed in July to 2,202 operators.

SuperVend Sets Five Distributors For Cup Vender

CHICAGO, Sept. 2.—SuperVend Sales Corporation this week released the names of five distributors for the firm's selective cup drink vender. When all appointments have been made, SuperVend expects to have between 60 and 80 distributing companies which will stock equipment and parts, and offer service.

Norman Automatic Vending Company, Third and Luzerne streets, Philadelphia, will cover Philadelphia and the surrounding counties in Eastern Pennsylvania and Southern New Jersey below Atlantic City. The company (See SUPERVEND on page 112)

Cole Products Names Divisional Managers For Midwest, Coast

CHICAGO, Sept. 2.—Two new divisional managers for the Kansas City, the other headquarters in Los Angeles—were announced for the Cole Products Corporation this week by Richard Cole, vice-president. Melvin C. Simon will head the Kansas City office, and Charles E. Hastings the Cole office in Los Angeles.

From the Kansas City office, Simon will handle sales and service in Missouri, Kansas, Iowa and Nebraska. Simon was formerly vice-president and sales manager for the U. S. Packing Company.

Hastings will direct sales and service in California, Washington, Oregon, Arizona and Nevada City. He is former vice-president and general sales manager of Luscombe Airplane Company and previously was associated with Waco Aircraft Company.

ing companies. A total of 760 operators (34.5 per cent of the total group) responded, but the survey embraces figures taken from only 137 one-man (See SURVEY SHOWS on page 113)

Merchandise Clinic

Florida Op Discovers There's Always Room for One More If You Pick Your Spot Carefully

PANAMA CITY, Fla., Sept. 2.—That, despite claims to the contrary, "there's always room for one more" in the vending industry has been graphically proven by the experience of D. D. Mitchum, head of Mitch's Vending Service here.

Operating 41 machines in this Northwestern Florida resort city, "Mitch" is a comparative newcomer to the vending industry. Until 13 months ago he was a salesman in the hotel and institutional coffee supply business. When this field got too competitive, he resolved to go into cigarette vending.

Mass. Legislature Report OK; MCMA Starts Match Deal

BOSTON, Sept. 2.—Lucius F. Foster, executive secretary, Massachusetts Cigarette Merchants' Association (MCMA), said the coin machine industry had batted 1000 per cent in the 1950 Massachusetts State Legislature, which adjourned Saturday (19).

A bill providing a tax of \$20 on all vending machines was killed; another (See Mass. Legislators on page 112)

Instead of merely taking a chance and setting up his route in his own home town, Mitchum got in his automobile and started out on a long survey trip which took him into many cities in the southeastern section of the country.

"I was looking for a town of 20,000 or more population, in which 'the local cigarette vending industry was not developed,' Mitchum said. 'Most cities, it was true, already were equipped with as many cigarette vendors as the trade would support. In Panama City, however, which has (See FLORIDA OP on page 110)

Test Magazine Vender in NY Subway Stand

Made by Yeaton Mfg.

NEW YORK, Sept. 2.—Quick magazine, pocket-size news weekly published by Cowles, Inc. is being sold at a subway newsstand here thru a vending machine in a test that may eventually lead to large-scale machine placement.

The vender, a hand-made model, produced by the Yeaton Manufacturing Company, of Lawrence, Mass., is testing consumer reaction at a midtown Union News Company stand. On location for the past three weeks, the machine is said to have performed satisfactorily from a mechanical viewpoint.

Units capacity is 60 magazines. The patron inserts a dime in the coin slot and actuates a push-pull lever to receive his copy. A sample of the current issue is displayed behind a glass panel. Machine dimensions are approximately 30 by 12 by 10 inches.

Test Expansion

Abner Sideman, circulation manager of Cowles, said the test so far has been to check the machine's mechanical operation. Since the vender is placed on a counter and is available for use only during hours when the stand is open for business, the current phase of the experiment will not indicate its "plus sale" position. (See Test Magazine on page 113)

New England Outlook Bright

Candy Makers Forecast 10c Vending Bars

Labor May Be Problem

BOSTON, Sept. 2.—A survey of the confectionery industry in New England shows manufacturers girding for war, increasing their prices, surveying their manpower, and casting an anxious eye toward the possibilities of shortages and controls.

Walter L. Guild, managing director of the New England Manufacturing Confectioners' Association (NEMCA), with 19 members in Massachusetts and two in Connecticut, told The Billboard there will "definitely be a relation to the war-time 10-cent bar." He said: "It is in the office and many firms are only waiting for the big leader in the industry to come out with the 10-cent price. Some manufacturers, however, may be forced to go to 10 cents, even before the leaders in the field."

With the 10-cent bar "just a matter (See Candy Makers on page 111)

Stewart Readies Mobile Soda Bar With 15 Machines

(Continued from page 67)
mechanisms are fitted to panels which form part of the trailer's exterior. These panels are hinged at the top to panels which form part of the trailer's exterior. These panels are hinged at the top to permit access to interior parts. A four-foot awning rings three sides of the trailer.

Upon reaching a location, Stewart pointed out that what has to be set up for business is to cut into water and electric lines. Control boxes for these two facilities are at the front end of the trailer. If a running water supply is unavailable, the trailer's water tank may be used. It has a capacity of 250 gallons.

Capacity of the trailer is 7,500 cups when drink machines are fully loaded. Units may be replenished individually when they sell out. Another trailer will be taken along to carry extra supplies. This will carry cups and ingredients for 100,000 drinks.

A Stewart serviceman will accompany Moser for a month to acquaint him with service procedures.

Cig Op Survey Optimistic as Routes Grow

Hold 25-Cent Price

BOSTON, Sept. 2.—New England cigarette vending machine operators see no trouble ahead for their business as the result of the war situation, nor are they particularly worried about the possibility of economic controls. Cigarette ops feel they would probably be in a better position than many other lines of vending business should all-out mobilization and economic controls be put into effect.

The possibility, there will be no more, or limited numbers of cigarette vending machines available, means competition would be lessened, ops point out. There has been no abnormal buying rush of machines, and the Massachusetts Cigarette Merchants' Association (MCMA) reports no complaints of shortage of parts. The manpower situation, which (See Cig Op Survey on page 113)

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Metal Sissors..... 10.00 per 1,000

Scarf Knives..... 10.00 per 1,000

Play-a-Joke Pets..... 10.00 per 1,000

Jewel Charms..... 10.00 per 1,000

Plastic Funny Faces with Rhinestone Eyes..... 10.00 per 1,000

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Florida Op Learns There's Always Room for One More

(Continued from page 108)

a population which doubles each summer with the influx of thousands of tourists, I found only 6 machines against the 20,000 population minimum. This looked like the right spot, and so I installed my first machine on July 18 of 1949.

Location Interest High

Mitchum "cracked the market" by calling on restaurant owners, drug-store operators, cafeteria and tavern managers. In each case he found that the location was definitely interested.

"Unquestionably, the first and most powerful selling point I used was to point out that petty pilferage of cigarettes by employees was a constant profit leak which a vending machine overcomes," he said. "Few employees of restaurants, stores and cocktail lounges consider it wrong to help themselves to a pack of cigarettes now and then, but this can represent a serious loss over a year's time. Pointing this out to lot of location owners got immediate compliance."

"Also, I stressed the fact that there is a lot of competition among local merchants, and that the time of salespeople required to locate cigarettes, and ring them up, may result in the loss of important merchandise sales. I pointed out that the vending machine eliminated all of the cigarette-handling difficulties which the retailer must put up with, solves the tax problem and leaves space free for

the display of more profitable merchandise."

These ideas got such excellent results that in less than a year Mitchum had installed 19 electric units and 20 mechanical types. Presently, his route is being built with electric units. Good service, a prominent position and reliability are the features which Mitchum offers his location owners, as well as a cents per pack commission, which has been consistently satisfactory.

Mitchum does all of his own service work, while his wife handles accounting. Formerly, Mrs. Mitchum inserted pennies in the cellophane wrapper, when cigarettes were selling for 22 cents, but beginning August of this year, Mitchum went to a straight 25 cents on all of his machines. This was due to the wholesale increase in the fact that the huge numbers of tourists visiting the area are accustomed to paying 25 cents for cigarettes in retail stores. If lost a cent or two of profit on volume turn transferring to a straight quarter policy," Mitchum said.

"However, I expect all of the volume to be back within a couple of months." To maintain the good will of his location owners, Mitchum services every machine as often as is reasonably practical, and keeps each in tip-top condition. All machines are located on casters, which make it easy for porters to move them around for mopping and cleaning.

Trained for Service

The Florida operator's long experience with operating coffee-making equipment has given him a mechanical ability, which permits him to service his machines efficiently himself. For example, when the first new electric units were installed, many customers complained of getting a slight shock when touching the metal release keys. After studying the situation, Mitchum traced the trouble to a main switch, which was improperly insulated. Developing a small rubber insulator of his own, he fixed each machine so that there was no chance of customer-shock, and thus a potential source of ill-will was eliminated.

"I go over every machine thoroughly at least once every 30 days, both from an appearance and a mechanical-operation standpoint," he said. "Likewise, every machine is waxed once a month." Formerly he used regular automobile finish wax, which required back-breaking work. Now, chemically-developed waxes have taken all of the muscle fatigue out of this operation.

Mitchum keeps a close check on the popularity of brands sold through his machines. Making this possible, is a six-hole type, leather-covered pocket ledger, which he carries with him on each trip. Each page represents one machine on the route, and is an inventory sheet which shows how many packs of cigarettes were previously loaded and all figures on additional service, from all to call thereafter. From each sheet Mitch can be able to figure the brand preference.

At one location, for example, Camels may sell 10 per cent better than Luckies, whereupon the Florida operator will allocate 10 per cent more space in the machine to Camels. At another location, Luckies may show an overwhelming preference.

National's Flick Returns To Active Service Duties

ST. LOUIS, Sept. 2.—Thomas Flick, service manager for National Rejectors, Inc., has returned to active duty with the armed forces, officials of the company announced this week.

The service manager's post will be filled by David Trieman, who has had long experience in National's field service department.

WRITE FOR CATALOG

On Bulk Vending Merchandise, Games, etc.

CHARMS

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Metal Charms, small, 1,000.....4.25
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When Car Buttons, 1,000.....2.00
Plastic Colored Rings, 1,000.....5.50
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1 to 15, \$12.95 each; \$4 to \$4, \$15.75 each; \$4 to \$4, \$15.50 each; 100 or more, \$12.75 each.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action — return ball feature — or 5¢ play, Real Money Maker! For high tier wide sale.

Stimulate mechanism guaranteed trouble-free.

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Official Teamster Publication Urges Organized Vending

INDIANAPOLIS, Sept. 2. — The current issue of *The International Teamster*, publication of the International Brotherhood of Teamsters, cites vending as a field for organization in a feature-length article sketching the growth and extent of the industry.

Teamsters, the union's magazine reports, ought to be interested in vending because it is no passing fancy but a permanent factor in selling, and "Someone has to service the machines."

Summing up its attitude, the paper states: "One of the attributes which has made the International Brotherhood of Teamsters the important and significant factor it is today in the American labor movement is the ability to note the changing economic tendencies and to be able to adapt, utilize and grow with these changes."

"Teamsters must recognize this growing field of vending machines. Who is going to service them? Who is going to supply machines, particularly in the food and drink with fruit, gum, candy, cookies, crackers, sandwiches, beverages, etc.?"

"If," the article concludes, "teamsters overlook automatic merchandising as a field for organization, they are missing one of the biggest bets in union organization possibilities."

Stompe to Diamond Match

NEW YORK, Sept. 2. — Albert W. Stompe, formerly general sales manager of the Marathon Corporation, has been elected vice-president in charge of sales for the Diamond Match Company. Stompe, who had been with Marathon since 1927, resigned that job to take the post with Diamond. He assumed his new duties this week.

2 New Venders Being Produced By Mass. Firms

BOSTON, Sept. 2. — Two new vending machines are being manufactured in New England, and will soon make their appearance.

One is a milk vending machine, holding 320 drinks, dispensed in eight-ounce paper cups, now being shipped by Northeastern Electrical Engineering Company, Manchester, N. H. Another drink vender, automatically serving a choice of two different carbonated beverages, has been announced by Worthington Pump & Machinery Company, of Holyoke, Mass.

Supervend Appoints Five More Distributors

(Continued from page 108)

pany is headed by Norman J. Kasser who previously operated venders in the area, and was associated with his family in liquor distillery.

Northern New Jersey and the New York metropolitan area will be handled by Runyon Sales, coin machine distributing organization. Barney Sugarman and Abe Green will direct sales and service in New York and Newark respectively.

Select Drink Sales & Service, Inc., 4855 Delmar Avenue, St. Louis, will cover the St. Louis area, Eastern Missouri and Western Illinois. J. W. O'Hare, vice-president, is managing the firm. Super-Vend officials said O'Hare bottled Oregon Crush in St. Louis.

Vermont, Western Massachusetts and Western Connecticut are being handled by Interstate Coin Machine Company, Inc., 605 Page Boulevard, Springfield, Mass. President of the firm is W. P. Kelly. Interstate will exhibit the Super-Vend line September 17-23 at the Eastern States Exposition in West Springfield.

Bonanza Vending Company, 3041 Paseo Street, Kansas City, Mo., will represent Super-Vend in Western Missouri and Northern Kansas. C. H. Chapman heads Bonanza.

MASS. LEGISLATORS

(Continued from page 108)

other bill taxing vend units, with a sliding scale of \$15 for cigarette machines, \$25 for music and pinball machines, \$10 for candy machines, and \$5 for all other machines, was also killed. A sickness bill, which would have levied 1 per cent on employers and 1 per cent from employees also died.

Match Buying

Members of the MCMA have agreed to pool their match buying in order to cut operation costs. The action was taken at the last meeting of the group in Hotel Kenmore in August. While no details were made public, Foster said the group buying action had been in the offering for some time and would effect a considerable saving to individual operators.

A discussion of direct-to-location selling of special cigarette machines by a Boston tobacco wholesaler came in for considerable discussion.

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You, too, can get in the money operating Victory Basketball Games. They can be bought and paid for in 20 weekly payments, from ROY TORR.

SANDY SAYS: "They buy themselves on the Tor Plan"

Write for details

ROY TORR

LANSDOWNE, PENNA.

25c CONVERSIONS WARNING

Operators in the past have lost thousands of dollars in the purchase of conversions which are now lying on their shelves. To a certain extent this was due to the fact that the operator purchased conversions before testing them and before finding out what was available. This warning is intended to prevent other operators from making the same costly error.

Our Unesadap conversion is, we believe, the finest in the field. We use full size ejectors which are designed for quarter operation, not a junior or midsize model. This will give you the maximum in slug and bent coin protection.

This conversion also permits easy return to 20c operation, if necessary, with the use of a 3 and 10c rejector which then makes the Unesadap slug proof and bent coin proof.

We suggest that you send us one original Unesadap side, which we will return to you completely ready to install on your machine in a matter of minutes. This will also serve as a guide for all other conversions which you can do in your own shop. We are ready for immediate delivery: the price is \$10.

WRITE, WIRE OR PHONE AT ONCE

TO

CONVERSIONS

361 Aven Ave., Newark 8, N. J.
Rigler 2-0088
1/2 Cash With Order, Balance C.O.D.

— LARGEST PROFIT MAKER

5c Silver-King for Pistachios

Change NOW
to 5c Model
for REAL
PROFITS

5c Change-
over parts
available for
all 5c
Models

Now 5c
Models low
as \$10.00 in
Quantities

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 16-56 U.S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers or write. Ask about the new "Hotnut" @ \$69.50.

CAMEO VENDING SERVICE

Main Office:
432 West 42nd St., New York City 36, N. Y.
8 Drewpmum St., White Plains, N. Y.

SPECIAL CLEARANCE SALE RECONDITIONED MACHINES

4 NATIONAL CANDY, 9 Col., with
White Plain Brand, \$95.00
80 ROWS TACK STICK GUM, 12 Ea., 7.50
99 ALMOND, 5c, Used One Unit, 7.50
35 1/2 IN. GUM, 12 Ea., 4.00
10 MASTER NUT, 5c, Ea., 7.50
10 NUT, 14 and 16, 5c, Ea., 5.00
30 1/2 IN. GUM, 12 Ea., 4.00
50 NATIONAL NUT, 14, 2 Col., 8.50
35 CHOC., 100, 4 Col., As Is Ea., 1.50
1 SNOW-CONE, 100, 14 Col., 16.00
1 UNITED SHUFFLE ALFALFA, 75.00
With Conversion
1 1/2 With Order—Balance C.O.D.
Members for
Vending Machines at
CAMEO VENDING SERVICE
432 W. 42nd St., New York 36, N. Y.
Lanscare 2-1334

Survey Shows Fewer Firms Specialize in Single Type

(Continued from page 108)

operations and 145 firms. The number of questionnaires used in the breakdown was limited to provide the basis for comparison with the 1949 routeman's study.

Altho the number of questionnaires used in this study was limited—both to provide a group comparison and because of the time element in preparing the report—subsequent tabulation of the remaining questionnaires brought forth no significant change," Vend commented.

Value of Statistics

As to the validity of the statistics, the survey pointed out, "Until more accurate checks and balances and controls can be devised, the editors make no claim that the statistics

contained in the charts are indicative of the industry as a whole. The mortality rate of operating companies during recent years—a mortality rate which is certain to accompany the growth and expansion of any business—has made it impossible to date to make positive comparisons, firm by firm, with previous years."

Demonstrating the trend toward diversification, the survey offered a comparison between 1949 and 1950 which showed:

137 One-Man Firms			
	1949	1950	
One Type Equipment.....	52.5%	52.5%	
Two Types.....	34.3%	34.3%	
Three Types.....	13.2%	14.6%	
Four or More.....	1.8%	5.9%	

145 Firms With Employees			
	1949	1950	
One Type Equipment.....	34%	27.4%	
Two Types.....	25%	26.2%	
Three Types.....	23%	24.2%	
Four or More.....	11%	13.9%	

As operators moved to diversify their routes, the survey showed, there were signs of growth in the newer phases of automatic merchandising, especially in cup drink and ice cream machines.

Shorter Work Week

The average work week for employees of vending machine companies showed shorter hours—from an average 43 1/2 hours in 1949 to 42 1/2 hours this year. Average weekly wages of routemen this year came to \$58.49, compared to \$51.08 in 1949, but the average wage reported for mechanics jumped from \$50.65 to \$66.14.

Comparisons between the 1950 and 1949 surveys disclosed a pronounced increase in the number of firms whose employees work a straight 40-hour week and showed that nearly two-thirds of the routemen now work no more than five and one-half days each week.

"There may be significance," the survey concluded, "in the shrinkage, however slight, of firms who pay their men by commission only, and a correspondingly slight increase among those companies which put their men on straight salary or salary plus commission. The variations shown are too slight, and over too brief a period of time, to be conclusive."

Cig Op Survey Optimistic as Routes Grow

(Continued from page 108)

is causing headaches in other industries, will have little effect on cigarette operators, because most ops run a one or two-man business, Lucius F. Foster, secretary of MCMA, said.

Also ops see no shortage or rationing of cigarettes looming. Only possible effect on their business would be the curtailment of transportation, rationing of trucks, gasoline and automobiles.

The cigarette vending machine business in Massachusetts has expanded in the past year, according to a report issued by Tax Commissioner Henry Long, and the number of machines on location has increased over 8,000, figures released.

In the 1947-'48 period there were only 99 cigarette operators in Massachusetts. This number was increased to 112 in the 1948-'49 period, and to 112 in the 1949-'50 period.

In 1947-'48, there were 10,709 machines on location in the State; in the 1948-'49 period, 11,649 and in the 1949-'50 period, 14,036.

25-Cent Price

The majority of cigarette vending operators are running their machines at a 25-cent straight price since the last price increase of 4/10 of a cent a pack. A few are running at 24 cents, but all 23-cent vending machine sales have been discontinued, Foster reported.

In Massachusetts, cigarette prices are set by the Commissioner of Taxation under the Fair Trade Law. There is a floor of 23 cents, which in general is the over counter price, but no ceiling. Retailers may not sell cigarettes under the 23-cent price.

TEST MAGAZINE VENDER

(Continued from page 108)

tential. At a later date the machine will be set up for use on a 24-hour basis, serving unattended during hours when stands are closed.

David Clayman, sales agent for Yeaton, said the vendor could be adapted for magazines of larger size. Quick is considered ideal for machine sales. In addition to its small size, its standard thickness each week is 64 sheets. On rare occasions this is upped to 68 pages.

The firm of Parker-Kleinmans has also figured in the project. The company, which furnishes several leading magazines with point-of-sale promotion aids, is understood to have assisted in the merchandising aspects of the experiment.

Yeaton also manufactures a five-column cigarette vender which has been sold direct to locations thru tobacco wholesalers.

NOW! Bigger Profit

FROM EVERY LOCATION

With the New

Northwestern

CABINET STAND

FOR MODEL 49



WRITE FOR DETAILS

OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, IL.

22c-EPY BALL GUM-22c

4 lb. 275 count, 175 count, 145 count 8 lb.

(i.e., Chicago, Ill., 150 lbs. minimum shipment

EPY—ONE COMPLETE SOURCE for

Charm and Ball Gum... everything you

need for operating your machines.

EPY, 91-15 14TH PLACE, JAMAICA 2, N. Y.

GIVE TO THE

RUNYON CANCER FUND

ATTENTION 25c CONVERSIONS

Sliver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEA, 8 Col., \$95.00

UNEEA, 6 Col., \$85.00

Unesadap Model 500, 9 Col., 350

Pack Cap, 90.00

Rowe Royal, 10 Col., 400 Pack Cap, 85.00

Rowe Royal, 8 Col., 320 Pack Cap, 80.00

8 Col., Model E, 240 Pack Cap, 62.50

P-X, 10 Col., 425 Pack Cap, 100.00

National 9-50, 350 Pack Cap, 95.00

DuGrenier MODEL W, 9

Col., 308 PACK CAP, 62.50

STONER 80's SANDWICH-CAKE MACHINE

Line No. \$135.00

CANDY MACHINES

CANDYMAN, like new, 72 Bar

Cap, Enclosed Base \$55.00

VENIT, 150 Bar Cap, 57.50

U-Select-It, 35.00

UNEEA, 105 Bar Cap, 75.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDER—BALANCE C. O. D.

Parts and Mirrors available for all makes and models.

UNEEA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New York: 166 CLYMER STREET
Evergreen 7-4568

Brooklyn 11, NEW YORK



EMPTIES
MACHINES
FASTER!

Rain-Bio
BALL BUBBLE
GUM

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Leaf's famous trademark RAIN-BIO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.

**SANDY
MAC TIGHT**
need to buy
another
truck to
haul his
m a w a y
since using
LEAF GUM
ALL SIZES

140 — 170 — 210 & Junior
27c per pound
FREE DELIVERY on 200 lbs. or over.
FULL CASH with order.
ROY YORK LANSOWNE, PA.

St. Louis Firm Bows Valve for Drink Machines

ST. LOUIS, Sept. 2.—A new solenoid valve, designed for cup drink vending machines, has been developed by the Sporlan Valve Company here. Called Sporlan type XBH, the valve controls the flow of sirups for carbonated drinks and such liquid foods as soups, coffee and milk.

The valve is constructed so that it can be disassembled and cleaned on the job without using tools. All internal parts are stainless steel. Inside passageways are designed to allow free flow of liquid and eliminate pockets which might accumulate and cause contamination.

By reinserting a spring clip at the top of the enclosing tube, the coil can be removed and brushed after the plunger is removed from the valve body. The stem and plunger are in one piece. The valve is equipped with a metering pin for regulating the flow of the liquid.

Pepsi Creates Top Mfg. Post

NEW YORK, Sept. 2.—To fill the newly created post of vice-president in charge of manufacturing, the Pepsi-Cola Company has named Thomas Elmezzi, formerly assistant vice-president in charge of chemical laboratories and sirup production. The appointment was announced by Pepsi president, Alfred Steele. Elmezzi has spent his entire business career with Pepsi-Cola, starting with the firm while he was still in college. He will continue to make his headquarters at the East River plant in Long Island City where he will have direct supervision over both foreign and domestic manufacturing operations.

Chase Had \$912,414 Net Loss Last Year

ST. LOUIS, Sept. 2.—A net loss of \$912,414, after approximately \$537,589 tax carry-back credits, was reported by the Chase Candy Company for the fiscal year ended June 30. The previous fiscal year, Chase had a net loss of \$1,052,724 with a tax credit amounting to \$602,832. As the cause for the loss, the Chase annual report cited changes in the candy industry which made the firm's packaging materials obsolete. The report added inventories are now low and largely clear of materials which might have questionable value.

R. A. Wenger, chairman of the board, said in the report Chase should realize a substantial profit on this fall's sales. "Operations have been streamlined," he wrote, "many economies have been effected and production efficiency has increased to such an extent that a third shift should rarely be necessary."

Net sales for the fiscal year totaled \$10,203,475 compared with \$13,969,404 the previous year.

Suppliers Stocks

Canada Dry Extra

NEW YORK, Sept. 2.—Canada Dry Ginger Ale, Inc., voted a quarterly dividend of 20 cents plus an extra dividend of 10 cents on common stock payable October 1 to the stockholders of record September 15. The firm has been paying 15-cent quarterly dividends since 1946. The extra dividend, company officials said, comes out of earnings for the current fiscal year which ends September 30.

Diamond Net Up

Diamond Match Company showed a net profit of \$2,678,238 after taxes for the six months ended June 30. This is equal to \$2.43 per common share comparing with a net of \$1,828,121, or \$1.43 per share, last year.

Liggett & Meyers

Liggett & Meyers Tobacco Company declared a quarterly dividend of \$1.75 per share on preferred stock. Dividend is payable October 2 to stockholders of record September 12.

Marathon Shows Gain

MENASHA, Wis., Sept. 2.—The Marathon Corporation, manufacturers of specialty containers for ice cream vending machine operators, reports that for the nine months ended July 31, its consolidated net profit was \$4,478,592, compared with \$3,300,857 in the same period last year. This is equal to \$3.31 per common share compared to \$2.47 in 1949. Net sales this period were \$47,923,786.

Sweets Company Off

HOBOKEN, N. J., Sept. 2.—The Sweets Company of America showed a net profit, after taxes of \$180,230 for the six months ended June 30. This was 68 cents per share of capital stock, compared with \$194,325 (74 cents per share) net the first six months of last year.

PX Reps Named By Neill Mitchell

EASTON, Pa., Sept. 2.—Lehigh Foundries announced this week it had opened new territories in the South and East for its PX cigarette machines, with the appointment of sales and service representatives to cover the area.

Neill Mitchell, sales manager of Lehigh's vendor division, has named Elmer Seigle as district sales manager, and Karl F. Rogers as district service manager. The new appointees have set up headquarters at 1078 West Adams, Jacksonville, Fla. The territory will include each of Florida, Georgia, Alabama, Mississippi, Western Tennessee and Eastern Louisiana.

Halifax Meters Success

HALIFAX, N. S., Sept. 2.—There are now 540 parking meters on the streets of Halifax, and come of them are in the business sections of the city. The net to the city in the year since the meters introduction has been approximately \$24,000. The average daily receipt of each machine is 21 cents. The meters function each weekday, excepting public holidays, from 8 a.m. to 6 p.m. Each meter has a capacity per day of 50 cents.

The first 240 meters were installed and put into use in late August, 1949. The balance were installed in the spring of 1950. The city hall authorities are satisfied with the meters and what they have been bringing into the city treasury, and there is a possibility of even more being installed this year or next spring. The parking meters have been introduced in a number of Nova Scotia centers, and other city and town counciling are joining in the parade before the end of this year.

Thatcher Gives Pay Raises
ELMIRA, N. Y., Sept. 2.—Thatcher Glass Manufacturing Company, Inc., has completed wage negotiations with all workers, it was announced this week. Under the new contracts, workers will receive a wage increase of 8 1/2 cents per hour and pay for three additional holidays not worked. Contracts also call for increased insurance benefits.

WANTED

OPERATORS—DISTRIBUTORS
ROUTE SALESMEN

They Say: Opportunity
Knocks But Once—This Is It!

Hundreds of these Machines on location in the investment. Paid off 100% to 500% on the investment.



Thousands of LOCATIONS will welcome the ANSWER BOX—Nearest Holder because it pays for the Machine plus entertaining customers. ASK THE VENDOR BOX any YES or NO Question and it will give you the correct ANSWER.

NO MERCHANDISE • NO SERVING
Just collect your DIAMONDS each Month.

CASH BOX holds \$13.00.
Finished in Chrome and Stainless Steel.

YOU MUST SEE THIS MACHINE—TO
SEE WHAT IT WILL DO

Sample \$20.00 WITH
Order.

Shipped prepaid in the U. S. A.
Sample deposited returned on your order of
TEN (10) Machines.

WRITE
F. E. ERICKSON & CO.
204 4th St. North Sacramento, Calif.

WRITE FOR FREE
ILLUSTRATED CATALOG
OF ALL TYPES OF
MACHINES

TOPPER
(Illustrated)
Lots of 100. \$10.00
Sample, \$11.25
In Denver, Colo.
Victor's Universal

JUMBO
1" x 1" Vender
Best Location Getter
In Year
Immediate Delivery.

1/2 Dept. With Order, Bal. C. O. D.
VEEDO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcuet 7-1448

BRAND NEW
LUCKY BOY VENDORS

\$9.75 Lots of 6,
\$8.75
Lots of 12,
\$7.75
Each 12
MOEL

Not and Cherm Vendors hold a
Pat. Nuts, Gum Vendors,
500 Sales Gum. Fully guaranteed
in Denver, Colo. Balance C.O.D.

FREE
5 LBS. NUTS or GUM, ONE
WALL BRACKET WITH EACH
MACHINE
BLOND MFG. CO.
VALLEY STATION, KY.

Sales Organization Wanted

Well rated, substantial Chicago firm has eleven basic patents and over \$300,000 in tooling for manufacturing vending machines. Will make special equipment for responsible sales organization. We have the steel and can deliver. Reply to BOX 400, care The Billboard, 183 W. Randolph St., Chicago 1, Illinois.

MUSIC, COIN MACHINES, AND THE FUTURE OF THE INDUSTRY

Coin Machine Landlord:

Indianapolis Brothers Turn Locations Into \$-Makers By Working Out Rental Program

—By Howard Rudaux

INDIANAPOLIS, Sept. 2.—Business Stimulators, one of the oldest coin-operated organizations in the city, was founded in 1933 by Clarence Armstrong. Before the organization entered the phonograph business, it was engaged in bell machine operation. The change-over was made in 1936. Since then the concern has kept abreast with new devices, shuffleboard, bowling games and other recent amusement games.

The firm operates the bulk of its equipment on a flat rental basis, and the remainder in a percentage basis. It has been its experience that the rental basis agreement is satisfactory. The rental scale varies, of course. Good spots pay a higher rent than less active spots, where older equipment can be used. The method, while unusual, has worked fine.

Rental Program By Ristaurat Ups Production

APPLETON, Wis., Sept. 2.—Following steady results from its rental program, Ristaurat, Inc., has stepped up production schedules on the Ristaurat 45 counter model music box. Sales Manager Joe Cohen announced this week.

Cohen, who also reported sales thru distributors have been moving at a satisfactory pace, stated that thus far the rental plan has been used by operators in the New Orleans area and several larger cities in New York and also has been found to be suitable for clubs and large social gatherings. FAB Distributing Company handles the line in New Orleans and Ristaurat Distributors of New York, headed by Ike Berman and Chippy Maltz, cover New York.

Additional distributors for the Ristaurat 45, which has a needle pressure of 5 grams and weighs 30 pounds, are being appointed, Cohen said.

Live Juke

CHICAGO, Sept. 2.—NBC-TV's Saturday night program, *Hawkins Falls*, gave the juke box a big boost last week (19) when, in the course of the program, a play was centered around a "human juke." Bit, laid at a country fair, had a quartet placed in a large juke box cutout. Patrons were asked to put down a quarter, and as soon as one did, the quartet broke into a tune.

Explaining the increased price, 25c per rendition as compared with the usual nickel, the actor who directed this sequence, explained the money would all go to a worthy cause.

Today the concern is operated by Earl and Woodie Armstrong. Woodie entered the business in 1946 after he had completed his education. There is small overhead since the two boys do all the service work and attend to the collections. While competition is keen at present, few if any spots are lost. The rental basis has met the test. (See Indianapolis on page 122)

Merchandising Music

BACK-UP OLDIES . . . Paul F. Miers, Easton, Pa., has a thought to pass along to the diskeries this week and, with oldies now proving top money-makers, his idea makes good sense. Miers says: "I think record companies should put out two old-time hits back-to-back. This would be especially good for juke ops with the new machines playing both sides of the record. It also would be good for record shops."

Going one step further, Miers says he would like to see the platter firms carry the back-to-back idea into other categories such as folk, pop, rumbas, etc. As samples, he lists Perry Como's "Because I lacked by 'Temptation,' and 'Mexicali Rose'"

and "Rose of San Antone" by Gene Autry.

Miers contends the back-up-of-two hits would stimulate not only the juke play, but also retail record sales, especially on oldies. He believes many sales are lost, because customers will not buy a platter with one poor side.

DRIVE-IN TIE-IN . . . A promotional tie-up which could be used to advantage by music machine operators is projected by W. G. Huff, S. & H. Amusement Company, Bogalusa, La. Huff says many cities throughout the country now have drive-in theaters, and most of these spots play records at intermissions. This could be valuable advertising time for a local operator and Huff believes he can get this advertising by merely supplying the theater with three hit records each week. Then, via the loudspeaker, the theater would announce that the music was coming to the customers thru the courtesy of the operating firm. Operators who have retail record stores could also plug their shops on the same basis.

TUNE TIPS . . . Several operators last week came up with suggestions to songwriters. They may or may not make sense to the tunesmiths, but they are ideas which juke box ops feel could help. E. H. Stockham, Bloomington, Mich., thinks it would be a good idea to have shorter titles on new tunes. This would allow (See Merchandising Music page 124)

Maritime Plans Juke Licenses

ST. JOHN, N. B., Sept. 2.—The request of the York County Council for legislative authority to license juke boxes and pin ball machines has led to a report that the provincial government plans to bring up legislation which would make the licensing province-wide in New Brunswick, but give the provincial government the right to the collection of the annual fees.

Several months ago, the New Brunswick government established a (See Maritime Plans on page 124)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the *General, Radio-Phono-TV, Music* and other departments up front in this issue of *The Billboard* are:

HYSTERIA HITS AS MUIR AND WHITE BATTLE FOR CAREERS. A thorough coverage on the direct result of Commie talent on showbiz (*General Radio and Music Department*).

SIGNATURE GEARS FOR PUSH IN 79-CENT FAINT. The diskery's reorientation will start with waxings of "Lazy River" (*Music Department*).

ACTOR RELEASING JAZZ REISSUES. The platter is embarking on a full program of jazz favorites (*Music Department*).

POWER HANDED TRUMAN ON CONTROLS WILL AFFECT SHOWBIZ. The President has broad powers with some limitations (*General Department*).

DEWEY, MORROW OFFERS FLOOD IN. Victor's plan for building two bands gets swamped with offers for the new properties (*Music Department*).

And other informative news stories as well as the *Honor Roll of Hits* and pop charts.

Ops Match Increasing Cost With Hiked Grosses; View Fall-Winter Optimistically

Firms in Sounder Financial Position; Add Equipment

CHICAGO, Sept. 2.—With the usual summer lull having developed into a money-making period for many music operators, and with the start of the fall pick-up due after the Labor Day holiday week-end, the music machine industry finds itself facing a period in which increasing grosses are being matched by increased operating costs. Despite the ever-growing "nut," operators are looking to the fall and winter season with optimism. Because of the early pick-up in play after the normally slow summer grosses, many operators find themselves in a better financial position and, with industry showing sharp increase in employment and salaries, spending is expected to grow during the last third of 1950.

This optimistic feeling is not only evidenced among operator level, but has infiltrated at the distributor and manufacturer levels.

Factually, operators are faced with these cost problems:

Equipment prices are going up. Wurlitzer and S. & H. Amusement Company have already announced their increases (about \$50 per machine). AMT, it has been learned, has also (See Income, Outgo on page 124)

Colorado Music Guild Sponsors Fair Trade Act

DENVER, Sept. 2.—The Colorado Music Guild (CMG) will sponsor a bill at the next State Legislature convening asking for application of fair trade to Colorado phonograph operation.

Decision to request action was made at the August 24 meeting of the Guild, composed of phonograph operators, and is based on the recent California legislation along those lines. Wolf Roberts, president of the association, has appointed a committee consisting of Pete Geritz, Harry Roberts, Doyle Wycaver, himself, and Lou Shulman, executive secretary, to confer with legal counsel on the matter.

The bill which will be presented proposes to do away with 50 per cent or greater location splits, on the basis that 25 per cent for the location owner, or 10-cent chutes on every phonograph, is necessary to continue a profitable string. "If a 25 percentage can be established as the fair trade standard, all operators will have to follow suit," said Roberts.

"which, of course, would be a good thing for the industry as a whole."

The Denver operator does not believe 10-cent chutes are practicable, and that establishment of a uniform 25 per cent location owner percentage is the "only way out" in this period of high operating costs.

The Colorado Music Guild, now in its third month, is in an excellent position, from a political standpoint, to sponsor the bill, Roberts believes.

New members who have joined the association in the past week include H. C. (Mac) MacGoun, Sid Amburg, Amos Leaf, Herb Price and Nate Novack, all operators of several years' (See Colorado Music on page 118)

It's **TOR** . . . and it will be more **COMPACT AND EASIER TO HANDLE** beginning NOVEMBER 4

OPERATORS!

Here's the **ONLY** Successful

Music Box ever Designed

for the **SMALL LOCATIONS**

The **MUSIC BOX**
for the
SPOT
You FORGOT



RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means **PROFITS** for YOU from the small locations. Precision engineered **RISTAUCRAT "45"** plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost. **RISTAUCRAT "45"** gives you fast, steady profits from spots such as **Motels, Small Taverns, Road Stands, Drugstores,** and similar places, yet it's **PRICED** at only a **FRACTION** OF THE **COST** OF A **LARGE JUKE BOX.**

IDEAL FOR RENTAL PURPOSES

PLAYS 12-45 RPM RECORDS—restacks automatically. Unbreakable 45 RPM's outlast all others.

SUPER TONE—clear, sparkling tone is comparable to the most expensive phonographs made.

HANDSOME CABINET—hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

56-3 FOR \$5 PLAY—slug rejecting mechanism—separate cash drawer and key.

LIGHTWEIGHT—weighs only 30 lbs. Measures 12" wide, 12 1/2" deep, 16" high.

WALL SPEAKERS—one or two wall or bar speakers can be connected quickly and easily.

PROFITABLE—low unit cost enables you to open dozens of small, profitable locations.

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis

Record Reviews

(Continued from page 47)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL
KAY BROWN Mercury 5479	Friendly Star Young Miss Brown, working at a tempo just a shade too bright for lyrical comfort, tries her darndest with this lovely "Summer Stock" ballad.	68--70--66--68
	Can't We Talk It Over She lends just a touch of a beat to this treatment of the oldie, striving for revival via a G. Jenkins-Andrews wailing. If tune happens again, this version should catch some action.	75--78--74--74
SAMMY KAYE Victor 20-3891	Miss You Sammy has restated an old hit with his new vocal cast, Tony Adams, doing the singing. Tune's got contemporary values and could grab new coin.	83--85--83--82
	There's No Use Alamo and group tackle a new, attractive but not particularly noteworthy ballad for a smooth mood setting. Mainly for the Kaye following.	77--78--76--77
EDDIE FISHER- HUGO WINTER- HALTER'S ORK Victor 20-3901	Thinking of You Fisher turns in a straightforward warble of this oldie, revived in the "Three Little Words" flick, with the usual listless Winterhalter backing.	73--74--72--74
	If You Should Leave Me This could be Fisher's big disk opportunity. It's a gypsy-flavored item sung warmly and with style by Fisher enhanced by a superb Winterhalter orking.	85--87--85--83
PEGGY LEE (Dave Barbour Ork) Capitol 1161	Helpless Peggy lends a neat beat to a light new ballad and receives lively support from "hobby Barbour's" orking.	77--80--75--76
	Lover, Come Back to Me The thrush puts the jazz styling to test in a wonderful beat conception of this standard. Her finest was in mood for her fans. Should draw hefty spinner response as well.	82--85--80--80
MARGARET WHITING- DEAN MARTIN Capitol 3160	I'm In Love With You Light-hearted duet by this new team of a lyrically delighted and frothy oldie should draw spinner action.	82--85--80--80
	Don't Rock the Boat, Dear Material ditty from "My Blue Heaven" flick draws another happy duet treatment but tune hasn't much weight.	71--72--70--70
ARTHUR GODFREY (The Chordettes) Columbia 30949	Down By the Old Mill Stream Here's a real treat for the housewife. It's a barber-shop harmony treatment of the fave with Godfrey working it out with the Chordettes, who have a best selling barber-shop package.	80--80--81--78
	O Joe The Chordettes have most of this one to themselves and turn in a spirited effort.	79--80--80--77
GUY LOMBARDO Decca 27244	Halloween Tune from the "My Blue Heaven" flick is handled in the best Lombardo tradition. Good for the moppets.	78--78--78--78
	The Friendly Islands Another Arno-Bianc cliffing from the same pic is enhanced by the Lombardo crew. Tune doesn't impress.	77--77--77--77
DEL CASINO Aroo 1260	I'm a Dreamer Casino's sweet tenor warbling returns to wax in a pleasant reading in dance time of a pretty oldie.	66--67--65--66
	Talking to Myself About You The warbler does a neat turn with this catchy beat ballad.	66--67--65--66
BING CROSBY Decca 80059	Kudolph, the Red-Nosed Reindeer Available both as a pop single and kiddie package, this should be another of Bing's hefty seasonal standards. He does a cozy, light-hearted job with the bouncy item which last year was all Gene Autry's.	88--90--88--87
	The Teddy Bear's Picnic Coupling is another delightful item which has found little favor in various, but not outstanding, etchings. Bing's is the best to date and could very well be the strong side of this disk.	88--90--88--87
BRADFORD AND ROMANO Victor 20-3900	Somebody's Got To Be Blue The duo makes a pleasant turn of a new and attractive ballad.	66--68--64--66
	Dinga-Linga-Ling Silly little country item handled in surprisingly stilted style by the unusually free-wheeling twosome.	59--60--58--58
LES "CARROT-TOP" ANDERSON Decca 48259	COUNTRY & WESTERN Blue Lick Boogie This slow boogie r & b hit fits nicely into the country boogie style as this promising warbler does it. Fine performance and room beat off a nice string.	82--82--80--84
	Trouble, Then Satisfaction Anderson does a slow, insinuating job with this promising country blues. His support which includes saxophones, is unorthodox but is effective. If the song goes, this diskling could pick up a sizable share.	78--80--76--78
LOUIE INNIS Mercury 48279	She's Mean to Me A neat effort at this promising beat blues mood of the day boasts a bright lyric line. Has a steady beat and fine string band support.	82--84--80--82
	I Thought She Was a Local Innis does a fine, infectious job with this pop-corn ditty. He is excellently supported by a strong band. Winning beat and orking could bring coin in for this one.	83--85--80--83
CLIFFIE STONE Capitol 3167	Fire Ball Mail Resounding Western styled effort with ensemble vocal on a catchy ditty. Could have pop market potential, too.	75--76--74--72
	Blue Canadian Rockies Western ballad for the Canadian west is done in ensemble vocal by the Stone crew. Doesn't figure to do much.	65--65--65--65

(Continued on page 118)



The
WURLITZER
Twelve Fifty
Only Phonograph

that plays
Any Make
Any Speed

7 INCH RECORDS

Only a Wurlitzer 1250 will play any make, any speed of the sensational new 7-inch high fidelity records. A complete record library of the newest HIT TUNES on 7-inch records are available TODAY on pressings by more than twenty top record manufacturers. Their amazing tone brilliance means more plays—more profits for you. Why operate old-fashioned phonographs when you can have the latest, greatest juke box of them all—the new 24 record, 48 tune, all record-speed Wurlitzer 1250? See your Wurlitzer Distributor NOW. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



PREFERRED PERFORMANCE!

EVANS' 1950
20 RECORD,
40 SELECTION

CONSTELLATION



Day in, day out—month after month, Constellation fulfills its promise of trouble-free performance . . . low cost operating. With dependable Constellations the backbone of your music business, you'll earn and hold the confidence of locations and players wherever you operate. For greater operating stability . . . for more positive profits, let Constellation back you up. See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans' Record
Play Meter for Original Constella-
tions.

GENUINE PARTS for Mills, Thrane of
Music, Empress, Original Constella-
tions.

SEE OUR COIN MACHINE AD
ON PAGE 139

H. C. Evans & Co.

1528 W. Adams St.
Chicago 7, Illinois

Record Reviews

(Continued from page 116)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISC JOCKEY RETAILER OPERATOR
LEON PAYNE Capitol 1164	I Miss That Gal A fine song is delivered handsomely by Payne who is aided by a strong beat from string arc backing. Could be a winner. Did I Forget To Tell You Another fine ballad original by Payne is sold forcefully by this expert country stylist. Potential is strong for this side making this a good two-sided bet.	82--82--82--82 83--83--83--83
JOHNNY BOND Columbia 20738	Cream of Kentucky Brassy novelty item is done up brightly by Bond and accompanying string and harmonica crew. Has some pop-corn flavor. Steppin' Out Out of the genre of "Slipping Around," this ditty's been threatening to score. This performance of the song, which strongly resembles "Pretty Baby," doesn't figure to help the song much.	72-72--72--72 68--68--68--68
LEFTY FRIZZELL Columbia 20739	I Love You a Thousand Ways Brassy novelty item is done up brightly by Bond and accompanying string and harmonica crew. Has some pop-corn flavor. If You've Got the Money I've Got the Time Descendant of "Wokey Tonkin," this bright ditty of a novelty ditty could pick up some coin on strength of lyrical idea.	68--68--68--68 70--71--69--70
HANK THOMPSON Capitol 1163	When God Calls His Children Home Hank delivers a rather long rendition of a slow gospel item. I Can't Feel At Home In This World Anymore Worlder gets a good start from mixed chorus on this sacred ditty with a beat.	57--57--58--54 65--65--66--64
BILL FRANKLIN Abbey 15016	Cincinnati Hit Parade Brassy novelty item is done up brightly by Bond and accompanying string and harmonica crew. Has some pop-corn flavor. That Old Time Lovin' Up-tempo jingle reminiscent of "I've Got Spurs" appears again smartly, winningly worked by Franklin.	83--83--83--84 74--74--74--74
RUTH DENNING-BOBBY GREGORY Hillbilly 71104	I Was Born To Be Gay Through pipes feebly on a passable ballad, taken at too slow a tempo for spirit of the song. Only redeeming feature is a first-rate clary in combo. Sunrise Serenade Through chants the seldom-heard lyric to the Frankie Carr standard. Results are much better than fly, but still far from promising.	35--35--35--35 45--45--45--45
ROY HALL Dulcet 712	Turn My Picture to the Wall Hall warbles a rhythm torcher with conviction as combo backs out a beautiful, husky backing. Ain't You Afraid? Fine relaxed torch ballad is handled much like flip; ditty is superior. Could step out.	72--72--70--74 81--81--80--82
JERRY IRBY MGM 10772	I'm So Disgusted Trifling rhythm jingle; insignificant vocal and country setting. Cuddling Baby Slow ballad of routine interest gets an unimpaired reading.	52--52--50--54 45--45--45--45
DON WHITNEY 4 Star 1532	I'm Going To Love You Whitney punches thru with a deep, strong bary and positive, assertive projection on an okay ballad in medium tempo. Dixie Steel Rag Whitney and company steel the blues in a swingy, stamp-beat instrumental.	70--70--70--70 65--65--63--67
KENNY ROBERTS Coral 44039	Choo Choo Ch'Boogie Roberts makes sturdy use of his individual styling in tackling this Louis Jordan i. & b. boogie novelty hit of a couple of seasons ago. Good beat should help this one. I Finally Got Maggie Alone Disappointing and rather confused attempt for a sequel to Roberts' "I'll Never See Maggie Alone." May have some meaning for Roberts' fan accumulation.	81--82--80--81 68--68--68--68
SPADE COOLEY ORK Victor 20-3974	Mountain Boys Have Fun With Mountain Girls Pop-corn novelty out of The Pan Ality falls short of the old Cooley touch. Glimy Jukebox and Hal Dorwin cut the silly ditty. Nine-Tenths of the Tennessee River Miss Jackson, with a bit of authentic Western backing, tackles a pseudo-country torcher of slight values.	60--60--60--60 64--65--64--63
ROY ROGERS-DALE EVANS Victor 21-0373	Smiles Are Made Out of the Sunshine The Mr. & Mrs. cowboy team close-harmonies on a polyanthus plan in the vaude manner. Bright ditty and bright rendition. May the Good Lord Take a Likin' to Ya The couple swing a lively rhythm novelty from one of their flicks.	73--73--72--74 71--71--70--72

COLORADO MUSIC

(Continued from page 115)

standing. Other topics included the State operating tax, the Petalio licensing proposal, and local subjects. It was the largest meeting to date for the group.

COBRA CARTRIDGES

Standardized and restandard, low amp, plus position. Original tone and performance guaranteed or money refunded. 10 day service via air mail P.P.

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GREAT BUYS IN PHONOGRAPHS

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146M\$279.00
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ROCK-OLA

1422\$169.00

WALL BOXES

SEEBURG
W1-L56 (NEW)\$37.00
3W2-L56 5c. 3 WIRE29.00
W1-L56 5c. WIRELESS24.50
WB-L12, 5/10/2517.00
WB-L12, 5/10/2517.00

SEEBURG
WS-22, 5c.\$8.95
0520-12, 5c.8.95
5-20-12, 5c.3.50
WURLITZER
125, 5c./10c./25c.\$7.50
120, 5c.9.50

SEEBURG WURLITZER ROCK-OLA
1941 R.C. Special \$119 800\$99 Super 40\$59
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THESE PHONOGRAPHS ARE COMPLETELY NEW AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$25.00.

THREE-WIRE CABLE, 7 CENTS; NEEDLES, LOW QUANTITY 500 FT., 6 1/2 CENTS PER FOOT; PRICE, WHITE, FUSION, 10% OFF LIST, FUSION, 21% OFF.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

WE SPECIALIZE IN EXPORT TRADE

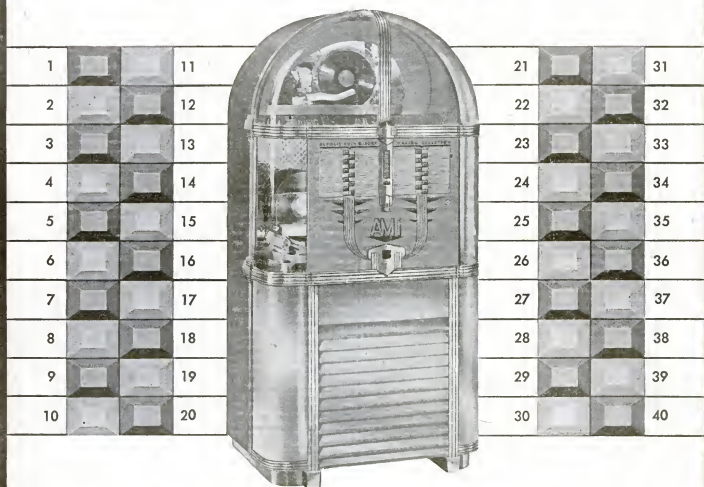
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For Quicker, Positive Selection and Increased Play!

The "C's" selector is a cinch to operate. An easy touch of the finger sets the right number going. To make it easier for the patron to find the number he wants, half the buttons are red, half gray—staggered in an interesting checkerboard pattern. It's practically impossible to press

the wrong button. This new checkerboard program arrangement adds extra eye-attraction, draws more people to the box to inspect the titles, increases income by speeding the purchase of more music. All "C's" now being shipped are equipped with this new checker keyboard!



Here's an interesting device just rigged up by AMI engineers for continuous testing of AMI selection action. Not a failure in 8,200,000 plays!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.

NEW LOOP SEASON KEEPS OFF

More Organized Leagues To Participate; Purses Reach New High; Premiums Used

Schedules Completed in Most Areas; Play Starts Now

CHICAGO, Sept. 2.—With the summer season coming to a close this week-end, the shuffleboard field will kick off its 1950-'51 league and tournament season in the next week. Final plans were drafted in cities and towns in all sections of the country this week, and from all indications, the coming season will be the largest in history. Major leagues are already set, paced by American Shuffleboard Leagues, Inc. (ASL); Standard Shuffleboard Congress of America (Rock-Ola) (SSCA), National, Purveyor, Monarch, Valley and Penn. Shuffleboard. Local and State associations are more prominent this year, and the Table Shuffleboard Association of America (TSSAA) will also be more active in the coming season.

Operators and league organizers report players this season will number more than 250,000 in organized play, while a heavy number of pleasure-only shuffleboarders will augment this figure. Leading centers for organized play will again include such areas as Detroit, Peoria, Ill.; Grand Rapids, Mich.; Newark, N. J.; Minneapolis-St. Paul and Chicago.

Refurbish Boards

Manufacturers here report a heavy run of refurbishing business during the past month to six weeks, with most of this business coming from operators outside the Chicago trade area. In practically every case, operators trucked upwards of 25 boards into Chicago at one time, had the boards resurfaced and repainted. (See NEW LOOP on page 132)

USED SHUFFLEBOARDS and SALESBOARDS \$49.50 Up

PURVEYOR FOR VALUES

PREMIUMS FOR ALL OCCASIONS Large beautifully colored finished and shade, only \$4.95 Ea. or \$55.00 Per Doz. Buy one and you'll buy a dozen.

USED SHUFFLE GAMES

8 Balls and Billiards.....	\$29.50 Up
United Shuffle Alley.....	79.50
United Shuffle Alley (Flyline Pin Conversion).....	149.50
United Express.....	149.50
United Twin Beater.....	139.50
Metre Bowl Shuffleboard Conversion.....	49.50
Exhibit Shuffleboard Conversion.....	49.50
Exhibit Striker (Floor Sample).....	199.50
Flyline Pin Conversion.....	49.50
Genco Gitter.....	49.50

NATIONWIDE SHUFFLE BASEBALL \$175.50

SHUFFLEBOARD SUPPLIES

Purveyor Playing Weights (Puck), set of 8, chrome-plated.....	\$12.00
Score Sheets, 100 sheets per pad, 10 pads per bundle.....	5.00
Powdered Wax, 24 1/2 lbs. can per case.....	12.50
Bowling Game, 10 weighted pins, 7 feet.....	15.00
Purveyor Shuffleboard Fluorescent Lights, 24".....	15.00
Climate Adjusters.....	10.00

ATOM JET

Sensational New Remote Controlled Pin Ball Wipe Type Game—Write

3212-34 No. Western Ave.

Chicago, Illinois

January 2-1951, 4-1951, 9-1951

PURVEYOR SHUFFLEBOARD CO.

Better Buys

Resurface-Refinish Shuffle Board Tops NOW!

Before league play starts, let Monarch put your tops into all-season playing condition with a guaranteed finish. Don't risk costly play interruptions due to peeling. Write or call for complete information.

Available now—new and thoroughly reconitioned like new Shuffleboards. Write for special prices!

Monarch Shuffleboard Inc.

1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

American Sees Surge in Demand; Intros Small Board, New Weight

UNION CITY, N. J., Sept. 2.—A rising demand for boards and supplies was reported this week by the American Shuffleboard Company as it launched its fall campaign to equip locations for the coming season.

Only part of the increased sales activity could be traced to the Korean

crisis and the fear of shortages, Frederick Jordan, general sales manager, declared. "There is every indication of tremendous league activity everywhere this year," he stated, "and we feel this has been the chief factor in brightening the picture."

At the same time, the company announced it would concentrate promotion on two new items which will head the American line this year. These are a 3 by 9-foot folding cushion-rebound board, known as the "Buccaneer," and plastic-top "Sparkley" weight.

Jordan said his company has encountered few difficulties in maintaining production of boards at "capacity" level. "High quality materials are still readily available, he asserted, and American anticipates no shortages in the near future that would force a reduction in the output rate. One noticeable reaction of buyers to the Korean conflict has been to shift their emphasis from cost to quality, Jordan observed. "Where price used to be an important factor," he said, "operators and location owners are now primarily concerned (See AMERICAN SEES on page 129)

La Porte, Ind., League Girds For Fall Play

Monarch Loop Heads Meet

LA PORTE, Ind., Sept. 2.—Preliminary plans for league play in the La Porte area were formulated this week by Don Calkins, shuffleboard operator, and seven team sponsors at Smith's Tavern here, the site of last season's championship team matches. The final pre-season meet will be held next week at which time the length of the season, number of leagues and playing dates will be determined.

Last season the La Porte league, also organized by Calkins with the co-operation of Monarch Shuffleboard Company, had a single league of 10 teams which, at the close of the schedule, shared \$1,600 in prizes. This time there is a possibility there will be two or more leagues and the kitty will be hiked.

Among those at the session this week were Arnold Smith, Art Route, Chet Glavin, Ray Darsh, George Sawyer and Calkins, all of La Porte; George Redemak, New Buffalo, Mich., and Mike Rosenbaum Jr., Stillwell, Ind.

Puck Patter

Chicago:

Herb Perkins, head of Purveyor Shuffleboard, completed plans for the Purveyor leagues here last week, then took off on a flight to the West Coast. Perkins will make stops en route to and from the Coast, supervising the setting up of other shuffleboard leagues in many cities west of the Mississippi. Meanwhile, Tom McNeill, Purveyor road representative, will be on hand in Wisconsin and Indiana during the next few weeks to check Purveyor loops in those States.

There were a number of out-of-town distributors in United Manufacturing's California Avenue head—(See Puck Patter on page 126)

PROVED 65% Less Abrasive SLICK Shuffleboard WAX CONTAINS NO PLASTIC

*Send for U.S. Telling Lab. Report

PLAYERS prefer a smooth, accurate SLICK-waxed board. OWNERS profit by triple-life SLICK gives to Shuffleboard tops. SHOOT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

Watch Out for a "Fast" Count So called "waxes" composed of Plastic are hazardous to Shuffleboard tops—actually damage Shuffleboard surfaces and hurt players' accuracy. Use SLICK Shuffleboard Wax for the fast, controlled game players prefer. Ask fine Shuffleboard men for further information.

THE SLICK SHINE CO.

201-15 ASTOR ST., NEWARK, N. J.

Manufacturers of Quality Waxes, Polishes and Cleaners Since 1901

We Are Proud to Announce Our Appointment as Distributors for the

STATE OF MICHIGAN for Wax-Ola Chemical Co.

POWDERED WAX CLEANER CONCENTRATED WAX and ALL SHUFFLEBOARD ACCESSORIES

We Also Refinish Playing Boards for Any Size of Shuffleboards

EDELCO MFG. & SALES CO.

1438 FRANKLIN ST. Phone Woodward 3-9248 DETROIT 7, MICH.

COMEN YOU KNOW

Washington:

A residential location that is not necessarily near a shopping center is often the best site for an ice vending machine, according to Albert Warner, of the Terminal Refrigeration & Warehouse Corporation. Terminal now has 12 machines on location. They vend 28 one-pound packages for 26 cents and are usually serviced every day in hot weather. Crushed ice and cubes are available in quantities, but these are not vendible.

The Kroger situation has had no effect on activities at the Variety Arcade, nor has an increase in servicemen been noted on the premises, reported Mrs. Ethel Moran, who operates the arcade with her brother, Carroll W. Shore. Business is experiencing its usual summer slump, she said, but they're looking forward to the fall peak.

Operators and record distributors in this area are enthused over revived interest in popular records, as noted both in juke box play and in record sales. Hit numbers are reported among the current diskies in contrast to a few months ago when some operators were digging for their own revivals to plug via jukeboxes. Decca distributor Kaufmann-Washington Company predicts that the recent Crosby and Gordon releases will be followed by Red Foley's "Cincinnati Dancing Pig," the Andrews Sisters' "There'll Be a Wedding Here (Part 1)" (See Washington on page 125)

London:

More than 50 firemen were required to bring a blaze under control which partially destroyed Gordon's Machine Park, in Westchester, recently. The blaze was of such a nature that a half hour after it broke out, an 80-foot high roof of the arcade fell into the ground. The arcade was built in 1932 to replace one also destroyed by fire. Only a year ago a fire in the restaurant partially destroyed the scenic railway. None of the rides were affected this time.

London distributors returning from trips to Germany find that the automatic merchandising industry has been particularly active in metropolitan areas. One food vendor, it was observed, can handle up to 80 different popular snack foods. They also saw much activity in the game field but claim that as yet German game designers have not reached their prewar standards.

Prices on equipment have remained steady for the past several months and it appears to be sufficient equipment to go around. Among the firms which have noted a slight slump in sales lately are the American Supply Company, Peerless Enterprises Limited, the Amusement Machine Mart, Modern Enterprises Limited, Philip Sheffres Limited, K. E. B. and Ruffler & Walker.

Vital Statistics

Engagements

Anna Rita Villinsky, daughter of Mr. and Mrs. Abe Villinsky, Cincinnati, to Bernard L. Schulman, Nashville. Villinsky is a coin machine operator in Cincinnati.

Marriages

Louis Nemesh, manager of the Detroit branch of Music Systems, Inc., Seeburg distributors, and Evelyn Wolf, Cleveland. Their honeymoon trip includes Miami, St. Petersburg and Cuba.

Cincinnati:

Bill Harris, associated with the Ohio Speed Company, is on vacation with his family in Tennessee. . . . Abe Salmon, who operates the Globe Games, has returned from Miami, where he vacationed with his wife and daughter. . . . Jim Drivakis and his wife have returned from a trip to Montreal and other points of interest.

Bill Bigner and his family are spending a two-week vacation in Miami, where he vacationed with his father in Bigner, Inc. . . . Robert Wood and his family have moved to Lebanon, O. He operates Music Service.

Mr. and Mrs. Abe Villinsky announced the engagement of their daughter, Anna Rita, to Bernard L. Schulman of Nashville. Miss Villinsky is a graduate of the University of Cincinnati and Schulman Vanderbilt College, Nashville, and the University of Cincinnati.

The Automatic Phonograph Owners' Association will hold its 15th anniversary meeting September 14 at the Hotel Gibson.

New York:

Harry Berger, head of West Side Distributors, reports he is back in the States after his vacation in Westchester. The outlet has specialized in games in recent years. Now Berger has added Dickie Guarisco, juke and sound technician. To his staff, Guarisco sound systems will be Guarisco's specialty, and West Side has begun stocking "hard-to-get" juke parts.

Roger L. Becker, formerly in the record field, has started a route of Rishard's Amusement in Westchester County and the Bronx. His father, Arthur L. is head of the National Association of Tobacco Distributors. Bill Schwaemmle, of Billie's Sales, has moved across coin row to 625 10th Avenue, sharing space with Charles Lichtman.

Harry Kolodny, Portchester, N. Y., vending machine manufacturer, was recently identified in these columns recently as Joe. Actually, Joe Kolodny, who is related to Harry, is the well-known head of the National Association of Tobacco Distributors. . . . C. P. Anderson, head of the Vending Machine Repair (See New York on page 127)

Twin Cities:

Irving Gersen, manager of the Hy-G Music Company record department, bought a home in St. Louis, Mo., Minneapolis suburb, and is busy moving in. . . . Distributors in this area report business is looking up well, with one-bail and five-bail machines moving right along. They say operators are looking ahead to a good winter season. . . . The other manager at Lieberman Music Company has been back from a three-week vacation in California, looking the part of a sunshine land native. She brought back a wardrobe of California clothes and is having the time of her life showing off her new duds. While there, she visited her brother and sister, Mr. and Mrs. Nathan Rothstein. He heads up the Monarch Record Company in Los Angeles.

Charles Webber, Minneapolis phonograph operator, has an interesting schedule for two. First he is a regular columnist for The North Minneapolis Post, weekly publication, for which he writes a pillar under the title of "Captain Chalk." Then he is a member of the Civilian Air Patrol (CAP) and constantly is at work with his airplanes. Just recently he made a flight over the St. Louis area. . . . Angus Grant, of the Northwest Engineering & Manufacturing Company, Minneapolis shop (See Twin Cities on page 127)

Detroit:

Jeanette Sterling has been running a M. H.igan Automatic Phonograph Owner's office, her first week back from vacation, while executive secretary Roy Clason vacations. . . . Louis Nemesh, manager of Music Systems, Inc., Seeburg distributors, predicts a growing scarcity of equipment.

Vince Crinali, Melody Music Company, was in town from Saginaw on a buying trip. . . . Paul Andre, Lansing, was another Motor City visitor, adding equipment to his route. . . . Jerry Snyder, manager of the Grand Rapids office of Music Systems, is working overtime to keep his flow of stock up to present sales volume, which is very good in that territory. . . . Vincent Meli, who operates the Malone Music Company, has moved to a centrally located office on Woodward Avenue.

Joseph and Louis O'Connor, Consolidated Productions, who make the Penguin Hair Dryer, are building homes in Florida, Fla., preparatory to moving their business South late this year.

Philip H. Bryan, owner of the Bryan Self-Service Laundry, and president of the Michigan Self-Service Laundry Association, has been called to Florida by the death of Mrs. Bryan's mother. He expects to be gone several weeks.

Los Angeles:

Walter (Solly) Solomon resigned Friday (1) as manager of J. Peskin Distributing Company. Solomon has no definite plans for the future but promises news of his new connection following a vacation, which he is spending in Northern California. . . . Blumsky secretary of Oak Manufacturing Company, is back from a trip to Europe. While overseas, he spent about six weeks in Israel. . . . Harold Probasco, Oak Manufacturing Company treasurer and production manager, took off for a combined business and pleasure trip to Minnesota. . . . Hank Tronic, head of the parts department at Minthorne Music, is back on the job following a two-week vacation spent in the vicinity of San Francisco.

Nels Nelson, of Minthorne Music, has received delivery of a new car. This means that Nelson can now spend his week-ends looking for good fishing spots. Bob Alexander, also of Minthorne, reports he caught (See Los Angeles on page 125)

Hartford, Conn.:

Connecticut coinmen are looking forward to the September 14 meeting of the Connecticut State Coin Association, Inc. This will be the first for the Statewide Coinmen organization, according to President Abe Fish, who is owner of General Amusement Game Company. Abe reports a \$1,000,000 business in Connecticut, which took a sudden jump immediately following the outbreak of the Korean war, are slowly but surely rising to pre-Korean war levels. "It seemed to be a matter of small hoarding that shot the prices up," Abe observed. . . . Fish is back following week's stay at Old Saybrook, Conn., a shoreline resort town.

M. H. Rhodes, Inc., of Hartford, manufacturers of parking meters and other time devices, has attained a Dun & Bradstreet rating of A-1. The new rating, according to President M. H. Rhodes, was based on the firm's record of prompt payments and the lack of outstanding obligations against plant facilities and equipment.

His announcement followed a financial report which showed the (See Hartford, Conn., on page 126)

Chicago:

John W. Culp, writing from his Elkhart, Ind., headquarters, reports he is lining up some top distributors for his Bridgeball game. The unit weighs only 55 pounds uncrated. Culp is president of Culp Products. . . . Charles Pieri, Kenney sales manager, says interest in the 9 1/2-foot Double Bowler game is mounting each week. . . . At H. C. Evans the 1951 model of the Hyvac Rental Strike is rolling off the lines at a steady clip. . . . Murray Rosenthal, of Coinex, reports a flurry of interest in ray gun games and says Swings' ray gun and Chicken Sam gun games are more than holding their own.

E. F. (Barney) Hinkle, president of the Automatic Canteen of America, was on the West Coast last week on a business trip. . . . So was Clarence Adelberg, vice-president of Stoner Manufacturing Corporation, of Aurora, Ill. Adelberg came down from Los Angeles on the future end of his vacation. . . . Jack Horlock, president of Searies Welding, announced last week he had decided to leave the Kalva bottle vender and would retire from the manufacturing field.

Joe Kline, partner with Wally Finke at First Distributors, took down (See Chicago on page 127)

Indianapolis:

Mrs. Blanche Janes, head of the Janes Music Company, is planning an extended vacation, which may last 4 or 6 parts unknown. While some plans are in the making, she is undecided as to where she will go. . . . Distributors in this area are being trained on new models. There seems to be a general exodus of old outmoded equipment. . . . The Kenney League Bowler, a four-player shuffle game. . . . The pin game business is reported good.

Henry Windt, of the Hoosier Simplex Music Company, who was confined to the Methodist Hospital, is convalescing at home. His condition is good for parts unknown. . . . Hank Tronic, head of the parts department at Minthorne Music, is back on the job following a two-week vacation spent in the vicinity of San Francisco.

Operators visiting coinrow, buying equipment, were George Morgan, Peru; Kenneth Swain, Kokomo; William H. Bower, a four-player shuffle game. . . . The pin game business is reported good.

Milwaukee:

Fish Manhardt, Manhardt Distributing, has returned from a swing thru the State. He reports orders on his music boxes totaling up to very heavy business. . . . The pin game business is getting quite worried over rapidly rising prices affecting all phases of their business.

While Vic is back in the office on Clybourn Street catching up on his desk work, service and sales are being handled on the road keeping the Manhardt accounts happy.

Biggest draws last week for the General Novelty Company music boxes, according to Clyde Nelson, were the Ames Brothers Coral waxing of "Can Anyone Explain?" and Red Foley's version of "Cincinnati Dancing Pig."

Plans have been laid by Clyde Nelson, Sam Hastings and Mike Nelson, of the Wisconsin Novelty, for a fishing excursion some time in September. The trio plans to wet their lines in the Hayward territory, where the big muskies abound. Fishing reports this summer tell of good catches up that way and the boys (See Milwaukee on page 128)

Expand First Distrib Staff
CHICAGO, Sept. 2.—Larry Shapiro has been appointed office manager of First Distributors, Wally Finke and Joe Kline, owners, announced Friday (1). This marks the sixth addition to the firm staff in the past three months.

Runzel
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BOX 301, Keokuk, Iowa

Indianapolis Brothers Turn Locations Into \$-Winners

(Continued from page 115)
approval of many locations. It avoids many complaints, and the spot is always alert and trying to increase the take. It has one advantage: the operator knows just what to expect each week. If the juke box does not come up with the required rent, the spot digs into its own pocket. However, this is seldom. All rentals are based on the location, patronage and the patrons. The Armstrongs explain their rental system as follows:

Flat Rentals
"Flat rentals are figured by the first month's gross. When a location begins to complain about his phonograph not paying, the first thing we do is to propose a flat rental, and with our experience to help him increase his gross, we usually succeed. In most locations, the tavern or restaurant owner doesn't realize the operator's investment in his location. Unless the location pays from 4 to 6 per cent on the investment, it's dead. That is gross. There are the records, repairs and service calls to be deducted, of course. Most spots look at the juke box as an ornament, because it costs them nothing. If we make a deal, the operator at least has something to count on. Rental spots have come up on the gross so much, they can easily pay \$10, \$15, and even as high as \$18 a week. In exceptional cases where the gross runs as high as \$50 a week, we use the percentage method.

In spots where the take is low and outmoded equipment can be used, we have made rents as low as \$7.50. In these spots, we recommend the owner use marked coins given the waiters, and pay a small commission to his waiters for their efforts. This has worked wonders. Many of the once poor locations increase the gross immediately. The location owner is satisfied and in time, when his contract expires, he doesn't object to increasing his rent. Many poor locations have benefited by the flat rental method. There are spots in the city, operated by some of our competition, that don't take a gross of \$5 a week. Our method of promoting juke box activity and play has developed many poor spots into profitable ones.

Personal Contact
"It's up to the operator. Most operators never, or perhaps only occasionally, visit their locations. My brother and I visit our spots every week. We either contact the proprietor, bartender or manager. We are always ready to assist in whatever way we can to increase his juke box gross.

"The marked coin method works fast. The employee is given a number of marked coins each night. In turn, she or he promotes the music

COLORADO SOLONS

(Continued from page 107)
The court held that taverns and restaurants could sell only meals, foods, drinks and tobaccos—that any other type of business "for gain" was illegal. The proposal was firmly backed by most veteran and fraternal and non-profit clubs. Many newspapers, along with Governor Johnson, pointed out that the "democratic way" was to submit the question of legalization to a vote of the people for their decision.

Gilpin Vote
While the Legislature was pondering the problem, residents of Gilpin County, resort center and home of the Central City Opera, decided the best question for themselves. Conducted by the VFW, a county-wide poll was taken. A hot pre-election campaign with all the usual trimmings was staged. The result: 410 for; 4 against.

by dropping the marked coin in the box, and is rewarded with a small commission when the collection is made from the juke box. This is an incentive for the waiters, and the box is always operating instead of idle.

"The operator must be on the job every minute. Competition is keen here and good spots are lost by negligence on the part of the operator. Juke boxes must be kept clean, new records furnished, and the lights burning, and never out of order very long."

Overloading
There is one thing this company refrains from doing, and that is the overloading of equipment. Operations can become non-profitable with too much equipment. They believe that by holding operations within the limits, where both men can handle the business, it proves more profitable, reduces loss, and gives them more time to keep in touch with what locations they control. Overhead, for one thing is guarded against. They believe that too many operators overload themselves, are not able to watch their locations, and eventually lose them. This concern keeps in close touch with all their locations and gives prompt service, night and day. Service, according to Earl Armstrong, the senior partner, is the main thing. An idle juke box is a poor asset for any concern. To make the location pay, the operator must be ready to attend to all calls promptly.

Business Simulators is located at 912 East Washington Street, Indianapolis.

Human Element

JACKSONVILLE, Ill., Sept. 2.—A penny bank and a two-year-old boy got together here last week and the result was a walking and talking ball machine.

Kevin Ryan broke into his piggy bank when his parents were occupied with other activities about the house and began swallowing pennies. When Kevin was eating one of the last pennies, his dad happened along and caught him in the act. Ryan Sr. slapped the boy on the back and two pennies came up. He repeated the slap and more copers hit the floor. After several similar operations, a total of 14 pennies were recovered. Later the lad was X-rayed. The human coin box was empty.

Milwaukee:

(Continued from page 121)
should have something to show for their efforts when they get back.

Metropolitan amusements' topper, Mello Curro, informs that business in general is down somewhat on the boxes but that grosses are being kept up by the steady play that his game locations are receiving.

State fair week cut quite heavily into game and music takes of ops who have equipment near the fair grounds. Art Plunkett reports some of his locations near the West Allis area were deserted during the fair with resultant big drops. Business in general, however, according to Plunkett, is continuing at a good pace and shows signs of increasing activity for this fall and winter.

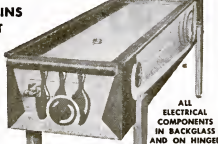
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RHYTHM & BLUES RECORD REVIEWS

(Continued from page 43)

- ILLINOIS JACQUET**
ORKE
47--50--45--50
Slow Down, Baby
Rather tired medium blues effort by Jacquet spots his brother Russell tenoring in some amuseurish blues lyrics. Even the leader's tenoring doesn't help.
- ROY ROD**
49--73--69--65
Driven on tempo blues instrumental sets a hectic pace for some of Jacquet's muted tenor forecasts, more of it good jazz than good rockin' here. There's a hotel tenor-dry battle too.
- DAMITA JO**
Discovery 52
65--65--65--65
Anytime, Anyplace, Anywhere
Big band swing in far better than golf's chirping deserves. It all adds up to a danceable platter.
- JOHNNY OTIS ORK.**
LITTLE ESTHER
Joy 759
66--66--66--66
Until the Real Thing Comes Along
Once again Marshall Royal ork. is superior to the vocal. Sarah Vaughan note-bending doesn't suit the ork's high and thin chirping.
- HADDA BROOKS**
Modern 20-746
85--85--85--85
Lost Dream Blues
The young thrust down a standard slow blues in her best heartfelt note-twisting way, with nonpareil ork support setting her off to advantage.
- LOST JOHN HUNTER**
4 Star 1511
84--84--84--84
Deceivin' Blues
Eather gets an assist from Thruway Mel Walker in another uptempo slow blues. Structure of this one has a neat little twist which should snag fast attention.
- SAVANNAH CHURCHILL**
Arco 1259
83--83--82--84
Can You Look Me in the Eyes?
The thruway-pianist gets off a chorally winning vocal on a sock new ballad. Job has a quality of relaxation and rare intimacy, helped by an easy guitar obligato.
- SONNY PARKER**
Aladdin 3062
73--73--72--74
Lazy Boogie
Miss Brooks plays a relaxed, medium-tempo boogie, with rhythmic support.
- ROY HAWKINS**
Modern 1395
70--NS--67--72
Boogie for Me Baby
This one's to be congratulated for being honest enough to say this disk's not suited for radio broadcast right in the label copy. It's a crude boogie blues which could pick up some Southern jake coin.
- SYLVIA VANTER-POOL-HOT LIPS PAGE**
Columbia 30220
64--65--63--64
Y-M and V Blues
Early blues effort by Hunter aimed for Southern market coin features some expert blues keyboard work.
- RAVENS**
National 9998
83--83--83--83
Can Anyone Explain?
Thruway and a very fine male group get off a provocative, haunting rendition of the promising new ballad that should establish it in r & b circles.
- MANHATTAN PAUL-FREDDIE WASH-INGTON QUINTET**
ASA 1004
78--78--78--78
The Devil Sat Down and Cried
The old pop-spiritual is owing to a fare-thee-well in a crisp, rocking rendition by Miss Churchill and group. Should get plenty flip-over action.
- DINAH WASHINGTON**
Mercury 8187
56--56--54--58
I Want a Little Girl
The Lionel Hampton blues chanter warbles a few ballad in indifferent style, failing to get the best of the tune.
- DRIFTERS**
Coral 65037
64--64--64--64
Sad Feeling
Another case of lack of sympathy and understanding of good material. Parker is cold and unbending on this slow, challenging blues.
- BIG THREE TRIO**
Columbia 30222
72--72--71--73
Wine Drinkin' Woman
Hammond shouts with much lively conviction, backed by a driving shuffle-boogie combo job. Material is not as good as performance here.
- OE MEDLIN-WASH-INGTON**
ASA 1003
74--74--73--75
My Temper Is Rising
A slow, amorous, eye-woman-left-one blues is shouted strong and sorrowful.
- WALTER DAVIS**
Juliet 378
77--78--77--77
Chocolate Candy Blues
Little Esther-ork and copies her talents with Page at his blues-growing best. One of the label's strongest blues-field entries in age.
- DECEIVIN' BLUES**
68--68--68--68
Treatment is superior to material here. Growling-screaming tenor and bary tones add impact to the okay vocal effort.
- GET WISE, BABY**
80--80--79--81
The smart group serves up one of its typically rocking jump blues gems. Should score jake action.
- I'M AFRAID OF YOU**
80--80--80--80
Bessie Jemmy Bick leads the way thru a mood ballad effort delivered in the group's smooth, persuasive style.
- WHAT MAKES YOU LOOK SO GOOD?**
30--30--30--30
Now they remove vocal's come off. Too-lengthy working before vocal; still heat; weak material.
- AFTER MIDNIGHT**
64--64--64--64
Early relaxed boogie winkle instrumental features okay piano and guitar. Nice use of the old "Amen Blues" theme.
- I'LL NEVER BE FREE**
82--82--81--83
Thruway warbles the fast covering Benjamin-Nicola blues ballad in her typical note-bending style. Should snap up a good share of the coin.
- BIG DEAL**
77--77--76--78
Up-tempo blues moves; nice change-of-pace side for Ginnah.
- WINE-HEAD WOMAN**
69--NS--69--69
Slightly-blue material gets an okay disk. Good blues showing voice takes lead in play.
- I'M THE CARING KIND**
68--68--68--68
Benny Carter ballad is cleanly sung by group, but that's all.
- TILL THE DAY I DIE**
66--66--64--68
Smooth vocal group, with sustained chords a la Bob Scott under lead tenor. Tune is a good one.
- GOODBYE, MR. BLUES**
50--50--50--50
Old but blues job, with patting intro.
- YOU THRILL ME**
55--53--55--57
Medlin warbles without vigor or conviction on this routine slow ballad. Backing doesn't help.
- AFTERNOON OF A DREAM**
62--62--61--63
A pretty fine art ballad is weakly performed.
- MY LIFE DEPENDS ON YOU**
56--56--56--56
Over-long and uninteresting extra plus a very ordinary vocal. On a tune that's not r & b material.
- COME ON, BABY**
58--58--58--58
More in the pattern, this side is still below par.

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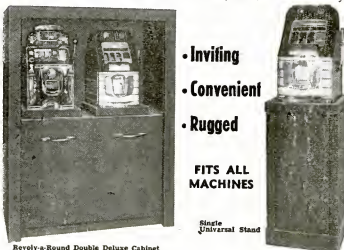
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Occupation or business

Income, Outgo Continues Up; Better Takes Match Costs

(Continued from page 115)

ready alerted its reps to a rise in the list on the Model C. No price has been set on the Rock-Ola Rocket-50, but when this new model is announced later this year, it is expected to carry a competitive price tag. Seeburg has held its price line and has made no announcement of an increase to date.

Supply costs also are up and, in this respect, other factors, such as the new speed disks, also loom as potential cost factors for many operators.

Cost of doing business has risen. Salaries are going up, most ops report, and such items as car replacements, increased insurance rates, and parts replacements for such items as typewriters, office furniture, etc., are all factors to be reckoned with in a near-war situation.

Op & Position

While these increase costs look mountainous on paper, they have been matched by more optimistic factors.

Grosses are up. The climb in juke box grosses which started six to eight weeks ago has continued, and while the increase has not been sensational, it has been especially welcome, coming during the normally slack mid-July-August period.

Routes are solvent. Operators, in many cases, have amortized much of their equipment bought in post-World War II years, and have purchased new equipment in the past year on a more conservative basis.

Equipment conditions are good. Should a full-scale war come, operators have top equipment to carry them along for quite a few years, and they are adding new machines steadily. Even the prices have gone up.

GERMAN BOXING GAME

(Continued from page 107)

larger manufacturers. In either instance he said the production model of the game would be ready in time for the National Association of Amusement Parks, Pools and Beaches trade show at the Hotel Sherman, Chicago, in November. He stated he already had orders from two firms for the game.

Also also is starting on a counter game called "Touchdown." This is similar to the firm's Hit-A-Homer baseball game. It has five ping-pong balls as the center of activity but features a gridiron stadium background and football scoring.

A third item soon to be placed on the market by Apero is a vendor known as the Match-A-Ball vendor. It will operate on pennies, deliver a ball of gum for every coin inserted but will have a special color matching idea designed to attract regular gum patrons.

MARITIME PLANS

(Continued from page 115)

4 per cent sales tax which applies to money taken in by all coin machines. Altho the York County Council has been the first municipal body to seek authority to license coin machines in New Brunswick, others have been surveying the move with a view to the licensing of juke boxes and/or pin games. The councils are seeking extra revenue, just as is the provincial government. Incidentally, the Nova Scotia provincial government is reported planning a sales tax of 6 per cent to become effective in the spring of 1951. Newfoundland recently implemented a sales tax regulation.

Without legislation of any kind, all kinds of coin machines have been operated in Madawaska County, New Britain, which adjoins Arctostock County, Maine, and in Victoria County, New Britain, also on the border of the U. S.

In some cases, operators report they will continue to add new equipment as long as it's available. Manufacturing picture looks bright. Should world conditions continue in their present unsettled state, yet not develop into a major war, it is almost certain manufacturers will be able to continue phonograph output, even tho they may be handling defense or war contracts at the same time. Rock-Ola will bring out its Rocket this fall, and AMI is expected to introduce its Model D at the end of the year.

Many operators have expressed concern over rising costs, fearing that they may get out of hand. But they say that to date, increased grosses have made it possible to fight off the growing costs.

Social Security For Operators

(Continued from page 107)

Beginning January 1, 1954, the tax rate for the self-employed under Social Security will rise to 3 per cent, stay at that level for five years and then jump to 3 1/2 per cent for 1960-64. The rate climbs to 4 1/2 per cent for 1965-69 and to 4 3/4 per cent thereafter.

An operator will also start paying increased payroll taxes on his employees starting in 1954 under the terms of the new act. For 1954-59, the Social Security tax will amount to 2 per cent on both the employer and the employee; 1960-64, 2 1/2 per cent; 1965-69, 3 per cent; 1970 and after, 3 1/2 per cent.

Benefits Up

Along with the increase in rates, Social Security benefits increase also. Higher benefits, however, go into effect immediately. The average increase in monthly pension under the new law amounts to 77 per cent. The minimum benefit for a retired worker will be \$20 monthly, or \$30 for husband and wife. Maximum family benefits will be \$17 monthly.

FSA figures that with the blanketing in of nearly 5,000,000 self-employed, some 85 per cent of the working population will be covered by retirement programs. The largest single group still outside are farmers.

MERCHANDIZING MUSIC

(Continued from page 115)

the operator to make better title strips, thus giving more prominence to the tune in the box and, at the same time, making it easier for the patron to read.

The Wurliizer New England Distributors, Alton, Mass., suggestion is short and to the point. "Write songs and songs that will make sense," they advise.

COVER PROMOSHI... Duane Knutson, Fertile, Minn., not only reads his copy of The Billboard from cover to cover, but has found a valuable promotional piece in the issues each week. Knutson has been posting the covers of The Billboard near his jukebox and has found that by record by the personality featured on the cover, income on the disk jumps up immediately.

Indianapolis:

(Continued from page 121)

Pennington, Pennington Music Company, Columbus, buying games and phonographs. Floyd Bush, Greensburg, and Muriel Smith, Danville, Ind.

Collections are reported good by leading operators here and far better than in former years during the dull season. The top records of the week and favorite juke box numbers are "Dream a Little Dream of Me" and "Can Anyone Explain."

COINMEN YOU KNOW

Washington:

(Continued from page 121)

Never Be Another You," and the Ray-O-Vacs "Besame Mucho." The Schwartz Bros., handling Mercury Records' hottest warblings to be Vic Damone's "Cincinnati Dancing Pig" as well as his "Can Anyone Explain." Another number pegger for popularity is Frankie Lane's "Music Maestro, Please," backed with "Dream a Little Dreamer." Nelson & Company, Capitol Records, nominates Margaret Whiting's "You're Mine, You" and the Art Morton-Paul Weston combo on "I'll Get By." Their "Thinking of You," with Archamps I Don't, Perhaps Do" is another candidate said firm representative Chuck Merrill. Operator Jack Spitzer is one of several to report "Goodnight, Irene" by Gordon Jenkins and The Weavers is the big juke box number in these parts.

Sales Manager Meyer Gelfand, G. B. Macke Company, reports the firm is receiving about 100 requests a day for the free premium booklet being offered in connection with Macke's new coupon redemption plan for cigarettes. The idea is definitely "gaining momentum," he says, and several dozen gifts were redeemed following the two months of operation. Partly responsible for the popularity of the coupons is the increase in the over-the-counter price of cigarettes from 17 cents to 18 cents. Macke machines are still charging 20 cents, thereby narrowing the gap between the two. Macke is following up the original large size ads that launched the coupon program with smaller ads in newspapers. Teevee spots will probably be introduced in September, with several commercial channels and for women's afternoon programs.

Recent panic buying of sugar by the public and some industrial users has created a problem for Spacbar here, sirup manufacturer, according to President Bayne Phipps. He reported difficulty in obtaining sugar in both Washington and Baltimore, adding that he has had to get from more distant places. Not only has the price gone up, but he also must pay added freight costs, he pointed out.

The usual summer lull in business has been noted by James Kaplan, top of the Amusement Arcade. Increased business is reported by Victor Rubin, of the Allied Beverage Company, which has nearly 200 soft drink machines on location. He attributed the sales hikes to the fact that there is less unemployment here.

Sidney Lotenberg, of the Westway Vending Company, lauded the coin machine industry's participation in the Red Feather Community Chest drive. Lotenberg plans to cut comm. on cigarettes so as not to increase the vending price. Other operators here have already taken his step.

The Washington Music Guild meeting scheduled for September 7 was postponed one week, Bill Schwartz reported. The shift was made because of some pending business of importance. A recent visit to Guyana by the Guild's Madge Samuels, publicity agent for singer Burl Ives. Ives just appeared here at the Olney Summer Theatre, Chevy Chase, Md., in "Knickerbocker Holiday."

Max Silverman, owner of the Quality Music Company, is co-operating with Gimbel Bros. of Baltimore who are starting sponsorship of the "MM Music Caravan" on station WWDC, Washington. The program has a one-year contract and will be aired from 1 a.m. to 6 a.m. on Saturdays. It formerly featured the "Yawn Patrol" A similar program sponsored by Gimbel Bros., MGM

distributor, has just completed its first month in Baltimore.

Gerald Davis, of the Washington Music Company, reported the three top numbers on his juke boxes to be "Goodnight, Irene" by Gordon Jenkins and the Weavers, Kay Starr's "Bonaparte's Retreat," and the Crosbys' "Simple Melody."

Two platters which made their bow a few weeks ago and are just beginning to make a splash on juke boxes here are "Friendly Street" and "Let's Do It Again," waxed by Margaret Whiting and Joe "Fingers" Carr, and Dean Martin's "I'll Always Love You" backed by "Baby Oh Baby Me," according to Wilma Beck, of Nelson & Company, distributor for Capitol Records.

Los Angeles:

(Continued from page 121)

Some beauties in the streams of Northern Arizona, where he spent his recently ended vacation. . . . Mac Sanders continues his arcade equipment route and reports that things are pretty good in the miniature golf courses that he has.

Ed Wisler returns in about two weeks to his Arizona sales territory, where he represents Minthorne Music on the Seeburg line. . . . Phil Robinson, Chicago Coin Western representative, is enthusiastic over the news that the firm is coming out with the Ace Bowler, a free play bowling game. Robinson is now on a two-week trip to the Northwest in the interest of the Chicago coin lines. . . . News here is that Paul Blain is doing all right with his arcade on Balboa Island. Blair opened the spot during the summer and the resort town's business has been declared better than previous years.

Al Weymouth, of Weymouth Service, of the Electro cigarette line, is planning to visit the States, Hawaiian Islands and Alaska, pens from Fairbanks he is well pleased with the line's reception. Weymouth stopped off at Honolulu, Pome and Fort Yukon on his air trek of that section of his territory. . . . Mark Markovitch, of Automatic Amusement Company in San Diego, was recently pictured in a fishing publication with two large fish, each weighing about 150 pounds, that he landed. The big ones were caught off San Diego and none got away.

John Hawley, of Hawley Distributing Company, is getting his place in order again now that the carpenters have completed installation of a new store front. Hawley is carrying a complete line of premium merchandise and has two men, Jay Williams and Wesley Woodford, on the road. . . . Jack Simon, head of Sicking Distributing Company here, in the hospital for surgery. He expects that he will be confined to the Cedars of Lebanon in Hollywood for two weeks. . . . Jack Ryan, also of Sicking, is exercising by walking to and from work daily.

Johnny Ulich, of City Candy & Tobacco Company, is specializing in the management of vending machines. He has the Wrigley tab and Adams gum lines. . . . Joe Soares, Tulare Music operator, making the coinrow rounds for the first time in nearly three months. He stopped in to chat with Jack Leonard, parts department manager at Badger Sales. . . . William R. Happe Jr., head of Badger Sales, back from an air trip to Portland. . . . Bob's Cafe, the sepiu chapeau of coinrow, was recently damaged by fire. The loss works a hardship on the coffee drinkers at Badger, General Music, Solotone and C. A. Robinson. . . . Al Bettelmann, of C. A. Robinson Company, had to forego his fishing trip with Ray Eberts because of business.

William Olson in town from Terminal Island. . . . Red Smith a visitor

First Shuffle Free-Play Game Set by Chi Coin

CHICAGO, Sept. 2.—Ace Bowler, the first shuffle game with free play, is now being delivered by Chicago Coin Machine Company, Sam Wolberg and Sam Gensburg announced this week.

Cabinet on Ace Bowler is 8 by 2 feet. It not only uses the disappearing pin principle but also features lighted pins. The pins go out when the puck passes thru the scoring zone, making simulated hits.

Scoring highlights of the game include making strikes, spares and railroad splits. It uses 20-30 scoring and rebound action. Playing time is approximately 45 seconds.

from Gardena. . . . Al Anderson, Shafter operator, back on his route following a trip to the Northwest for salmon fishing. . . . Lloyd Barrett is from in Pomona. . . . Lloyd A. Barnes, old time operator in the Long Beach vicinity, still keeping his fingers in the business, was in town to purchase equipment. . . . Alex Kolespulis a visitor from Bakersfield, where the temperature last Sunday was 112 degrees. . . . Mrs. P. A. Barnes, of Baldwin Park, on coinrow. . . . Pete Pellegrino buying for his route in South Gate.

George Nachtwelt, Ingewood operator, was photographed recently at the Leuenhagen Record Bar with Judy Mitchum, Luxury Records' singing star. . . . Perry Irwin, of Ventura, in the city on business. . . . Les Jordan up from Coronado. . . . Harry Bloom, of Mercury Records, brought over George Jay, disk jockey, and Ray Brown, of Razz-A-Mat fame, to the Leuenhagen Record spot. . . . Joe Delaney with Joe Perry and Mike Kurian, of Corco Records, made a stop at the Leuenhagen Bar to visit with Mary Solle.



\$139.50

BRAND NEW RO-A-TOPS

5c-10c-25c PLAY

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889. Tel: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

PENNY ARCADE

About 60 machines in storage in Grand Rapids, Mich. A good deal if all taken in one lot. May expedite.

PLAYLAND AMUSEMENT CO.

1147 So. Division Ave., Grand Rapids, Mich.
Telephone 7-1566

TO OPERATORS IN:
PENNSYLVANIA and NEW JERSEY

Order FROM

LEW LONDON, Inc.
401 N. BROAD STREET
PHILADELPHIA 8, PA.

TAKES UP TO 4 COINS TO PLAY

- ★ DISAPPEARING PINS
- ★ AUTOMATIC RESET
- ★ NEW 4 PLAYER SCOREBOARD

PERMITS AS MANY AS FOUR TO PLAY IN THE SAME GAME. JUST WHAT ALL BOWLING GAMES HAVE NEEDED

THIS IS IT!

9 1/2 FT. LONG 2 FT. WIDE

LEW LONDON, Inc.

Exclusive Keeney Distributor for Penn. and N. J.
401 N. BROAD STREET PHILADELPHIA 8, PA.

Turning Back the Clock

15 Years Ago This Week
CHICAGO, Aug. 30, 1935.—In New York and other large Eastern cities premiums were making a big hit with amusement game patrons. As a result, operators and distributors were devoting more care and money to the selection of prizes. . . . James Barron was appointed production manager of the J. P. Seeborg Corporation. He was formerly in charge of production at Everett Plano Company, South Haven, Mich. . . . Dinghy Hoffman, head of the Chicago

Amusement Games Company, merged that firm with the United Operators Service Company and retained 100 per cent control of the combined firms. . . . Joe Raymond formed the first independent repair shop in the country in Chicago under the trade name of the Coin Machine Hospital.

Jack Devlin was appointed sales manager of John A. Fitzgibbons, Inc., New York firm which acted as service-warehouse for Bally Manufacturing in the '30's. . . . Western Equip-

ment & Supply Company, one of the leading Chicago game manufacturers in 1935, added an extra shift to increase production on the Caricoa. . . . Other games making a hit with ops in the fall end of the summer of 1935 included Colnerair Corporation's Split Second; G. M. Laboratories' Par Golf; Bally's Junior Ace; Genco's Flying Colts; Stoner's Crossroads, and Exhibit Supply's Manhattan.

Among the most played games on jukeboxes in the fall of 1935 are listed in a Little Gypsy Tea Room; East of the Sun; And Then Some; In the Middle of a Kiss; Love Me Forever, and I'll Never Forget You, Again. . . . Coin venders, still comparative novelty in the middle '30's were the center of attraction on the grounds of the first annual jubilee and exposition. They were placed at the event by the South Pittsburgh Cigarette Vending and Sales Company. . . . The Second Annual Empire Skill Board Trade convention was under way in Utica, N. Y. . . . D. Gottlieb & Company introduced a one-ball automatic payout which cost for \$87.50.

10 Years Ago This Week

CHICAGO, Aug. 31, 1940.—A survey of the Canadian music field showed that sales of phonos, and play on the units in public locations, were at an all-time high. . . . Jim Mangano, advertising executive who later became public relations for Coin Machine Industries (CMI), wrote a patriotic tune called "We're All Americans—All True Blue," which was recorded by Dick Todd and featured in music store displays from coast to coast. . . . The Miraban Company introduced a new counter model phone cabinet. The cabinets were used with mechanisms which could play 12 or 16 records. . . . D. H. Osborn & Company, Denver, was appointed distributor of Wurritzer products in Colorado, New Mexico and Wyoming. At the time Mike Hammergren was Wurlitzer's general sales manager and Herb Wedewen, district manager.

Top tunes of the week as listed in The Billboard's Record Buying Guide were When the Svalloons Come Back to Capitano; I'm Nobody's Baby; Gr—'n America, and Blueberry Hill. . . . In the vending field, the Adams Gum Vender at \$11.50 and the Victor Vending Totop at \$6.75 were among the hottest items. Small bell products were popular and Pop's Vee Pocket Bell Western Products Tot, Groetchen's Liberty Bell and the Daval American Eagle were leaders in this field. . . . Of the new amusement machines on the market, the best included International Mutoscope's Sky Fighter; Bally's Fleet; Genco's Bandwagon; Chicago Coin's Skyline; Exhibit Supply's Landslide; Stoner's Double Feature, and Jennings' Roll-In-The-Barrel.

Keystone Novelty & Manufacturing, one of the oldest distributing firms in the country, opened a branch office in Baltimore. The home city of the firm was in Philadelphia. William J. Clair, who was assistant to President Bill Helreigel, was placed in charge of Baltimore activity. . . . Baker Novelty Company, Chicago manufacturer, opened an Eastern branch office in New York with Vice President Harry Hoppe in charge. . . . J. W. Culp, president of Culp Products, Inc., announced his new name, Bridgeball, was ready for the production line. A radically new type skill amusement game (bridgeball) combined track thrills with pinball play. . . . Walbox Sales, Dallas, moved to new quarters at 1713 Young Street.

Hartford, Conn.

(Continued from page 121)

company made substantial gains in earning power and sales in the first six months of 1950. For the first six months of this year sales totaled more than \$1,000,000, as compared with \$828,000 for the same period in 1949. At the same time, net profits reached \$195,303, equal to 65 cents a share on the 300,000 shares of capital stock outstanding. For

Puck Patter

(Continued from page 120)

quarter last year, check-ins up on shipments of the Shuffle Alley De-Luxe, new disappearing conversion unit being made by the firm. Billy DeSelm, general sales manager, and Herb Oettinger, comptroller, assured Leo Weinberger, Southern Automatic, Louisville, and Leo's son, Mortimer, general sales manager, were going out on schedule. Also in for a look-see were Norwood Vetch, Central Distributing, St. Louis, and Jack Semel, New York City.

Following the return of the Universal Industries' production workers Monday (28) after their annual picnic, the first order of the day issued by Vice-President Bill Ryan, was a hike in production on Shuffle Tournament, the conversion which makes a regulation shuffleboard into a pair of shuffle games. . . . Murray Rosenthal, head of Coinox, reports premium sales by the company are now at an all time high. Rosenthal claims it is all a matter of giving operators the right selection as the merchandise actually sells itself.

Vic Weiss, Allied Coin Machine Company, sales manager, led a Lehigh meeting with good results on his tour of the South. On the trip he is emphasizing the merits of the Whiz Bowl coin game. Bill Applegate of Allied's sales division, says orders are being handled in the order in which they are received with big as well as small operators given equal attention.

At World Wide, Al Stern claims that interest in Williams' Double Header is mounting and that the game, now in its fifth week, is even more popular than when it was debuted. He calls it the sleep of the summer trade. . . . Monarch Shuffleboard, thru Clayton Nemeroff, says it should be a banner fall for the game. If the number of boards reconditioned in the Monarch shops last week is any barometer. . . . This sentiment is echoed by Frank Smithberg's Nels Malgren and Harold Smedberg, who say puck orders are climbing fast.

Detroit:

Fred W. Chlopan, executive director of the Detroit Shuffleboard Association (DSA), postcards greetings from Burlington, Vt., where he has been vacationing.

Novelty Ciggie Vender Offered By New Firm

CLEVELAND, Sept. 2.—The National Automatic Products Company has been formed here at 5209 Euclid Avenue to manufacture novelty-type coin machine firm's first product is a miniature cigarette machine, Cig-O-Mat, promoted primarily as a gift and premium item.

A replica of a standard cigarette vender, the Cig-O-Mat stands only six inches high. About 30 cigarettes can be loaded in the unit with on dispensed each time the lever is depressed. Construction is of die-cast metal. It is finished in chrome.

Maury Auerbach, president of National Automatic, was formerly associated with Lehigh Foundries and Automatic Products. He said his new company will introduce other machines later.

the same period last year, the firm reported loss of \$115,075. Rhodes said, too, that the company's directors may soon vote dividends of 1 cent a share to be paid semi-annually. Dividends were suspended previously in 1948 by prior to that time 10-cent dividend were paid once a year.

TO OPERATORS IN:
FLORIDA
Order from
TARAN
DISTRIBUTING
CO., INC.

Keeneys LEAGUE BOWLER

TAKES UP TO 4 COINS TO PLAY

★ **DISAPPEARING PINS**
★ **AUTOMATIC RESET**
★ **NEW 4 PLAYER SCOREBOARD**

PERMITS AS MANY AS FOUR TO PLAY IN THE SAME GAME. JUST WHAT ALL BOWLING GAMES HAVE NEEDED

THIS IS IT!

9 1/2 FT. LONG 2 FT. WIDE

ALL ELECTRICAL COMPONENTS IN BACKGLASS AND ON HINGED BACK DOOR



TARAN DISTRIBUTING CO., Inc.

2820 N. W. 7TH AVE.
MIAMI, FLORIDA

90 RIVERSIDE AVE.
JACKSONVILLE, FLORIDA

WANTED

USED MILLS SLOT MACHINES
HIGHEST CASH PRICES PAID!
BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

BIG HOUSE CLEANING!

ON REBUILT

- SLOTS • CABINETS
- SLOT MACHINE PARTS

PHONE YOUR ORDER

DON'T WAIT, IT MAY BE TOO LATE TO SHIP

AMUSEMENT SALES CORP.

4047 W. Fullerton Ave.

Chicago 39, Ill.

Keene's
**LEAGUE
BOWLER**

SENSATIONAL!
10c PER PLAYER
4 PLAYERS: 40c

THIS IS IT!

1 COIN EVERY 45 SECONDS • HANDLES
1 • 2 • 3 OR 4 PLAYERS • RECEIVES

4 COINS IN 3 MINUTES

FOUR SCORING
SECTIONS ON
SCOREBOARD
INVITE UP TO

4 PLAYERS
EACH GAME!

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

ALL
ELECTRICAL
COMPONENTS
IN BACKGLASS
AND ON HINGED
BACK DOOR

S. L. London Music Co., Inc.
3120 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
Division 4-3220

2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
KENWOOD 6612

MD. - DEL. - WASH. D. C.
NORTH AND SOUTH CAROLINA

**OPERATORS
THIS IS IT!**

NEW
10c PER PLAYER
4 PLAYERS: 40c

TAKES IN UP TO 4 COINS PER GAME

★
DISAPPEARING
PINS

**Keeney's
LEAGUE
BOWLER**

WE HAVE IT..

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

ROY MCGINNIS CORP.

2011 MARYLAND AVE.
BALTIMORE, MD.

Allied's New

**Whiz Bowl
Conversion**

for Keeney PIN BOY

Bally SHUFFLE BOWLER

Keeney ABC BOWLER

NO ELECTRICAL ADJUSTMENT NECESSARY

- ANIMATED UPRIGHT PLASTIC PINS
- UNITS MADE TO MATCH CABINETS
- MOTOR DRIVEN
- NO SWITCHES ADDED

Unit Price Lots of 3
\$79.50 \$74.50

A few territories still
available

ALLIED COIN MACHINE CO.
828 MILWAUKEE AVE. • MO 6-2110 • CHICAGO 22, ILL.

**BE SURE TO VISIT the
HOTEL NEW YORKER NEW YORK CITY**

This Wednesday and Thursday SEPT. 6 and 7
for the PREMIER SHOWING of the
two sensational money makers

**JEWEL CANDY MART
EVERFRESH POP CORN VENDOR**

ED RAYREY, NAT JONES, KURT NAGEL and other
Vend-O-Mart Executives will be there to welcome you.

VEND-O-MART

294 Columbus Ave., Boston 16, Mass.
Commonwealth 6-4013

Keeney Rolls With 4-Player League Bowler

CHICAGO, Sept. 2.—J. H. Keeney & Company has started shipments of the shuffle game League Bowler. Sales Manager Charley Pieri announced this week. Up to four persons can play the game.

Designed with a cabinet measuring 9 1/2 by 2 feet, League Bowler has four simplified scoreboards built into the back glass and is set for dime play. When four play, 40 cents is deposited in the machine. Pieri points out a complete game of 10 frames takes approximately 45 seconds, therefore the game can take in as much as 40 cents in three minutes. In order to clearly identify the score of the player taking his turn, his individual score is highlighted on an illuminated sign reading "Now Playing."

Scoring on League Bowler is the same as regulation bowling. It features rebound action. All electrical components are in the backglass and are accessible thru a hinged back door.

Sutton Sales in New Ind. Offices

INDIANAPOLIS, Sept. 2.—The Sutton Sales Company, 2145 North Arlington Avenue, Windsor Village, held its formal opening last week, displaying a line of RCA and Zenith television sets, also records and other electrical appliances. This concern, the only one of its kind in the vicinity, entertained 18,000 persons during the seven-day event. John T. Sutton, owner, hosted.

The new store has a floor space of 2,500 square feet and more will be available in the future. The village has 1,000 families at present, and more housing units are being planned. There is a record department, carrying all the latest hits, a stock of record albums, in charge of Betty Bliss. During the opening week all persons registering were presented with a 45 r.p.m. disk.

The concern has one serv'ce truck and two salesmen, Charles Ferguson and Duke Johnson. There is parking space for 1,000 cars. Many persons living in Indianapolis come to Sutton's to buy their television equipment. There is night and day service on the site.

CANADIAN RAIL STRIKE

(Continued from page 107)

trucking lines and individual truckers, with some going by air, but little of the latter owing to high costs and lack of cargo space. Passenger buses are also pretty well out because of overcrowded conditions. For long hauls arrangements must be made for connections between trucking lines and air routes.

Some of the union locals of railroad workers have set up coin machines for entertainment. These units are vending candy, gum, nuts, potato chips, popcorn, paper hankies and tissues, etc., in the union halls to meet the demand from members assembling at the union bases each day.

Pepsi Promotes Nuffer

NEW YORK, Sept. 2.—Louis E. Nuffer has been elected treasurer of the parent Pepsi-Cola Company and of all its domestic and many of its foreign subsidiaries. The election announcement was going by air, with Alfred N. Steele, Pepsi's president. Nuffer has been with the firm since 1940, served as assistant treasurer since 1947. Prior to joining Pepsi, he was with United Cigar-Wholesale and before that with the accounting firms of Price-Waterhouse and John W. Stokes.

Op Nets Round

NEW YORK, Sept. 2.—Earle C. Backe, head of the National Novelty Company, took one and lost one in the Veterans' Singles Tennis Tournament this week at Forest Hills. On Tuesday (28), the game of tennis operator Backe beat out his opponent in two straight sets. But the next day he bowed by the same score, in reverse.

Senate Studies Gaming Measure

(Continued from page 107)

The version of the bill reported by the House Interstate Commerce Committee was approved by the House Monday (28) on a voice vote after amendments and a recomittal motion offered by Rep. Walter Baring (D., Nev.) were defeated.

Baring spearheaded opposition to the bill. Claiming that if coin-operated gaming machines are to be restricted, other forms of gambling should be included, Baring offered an amendment applying the bill to pari-mutuels, race horses and dogs. This was ruled out on a point of order that it was not germane.

His amendment to eliminate the requirement that States must pass new laws legalizing machines was licked, 76-23. Baring's attempt to okay the shipping of machines from States where they are legal back to the manufacturer for repairs was voted down, 64-28. He was defeated, 116-10, on his motion block the bill from committing it to committee for further study.

Rep. Pat Sutton (D., Tenn.), offered an amendment to okay machines in clubs run by officers, non-coms and enlisted men of the armed services. This lost out on a voice vote. Rep. Boyd Cackett (D., Ark.) and Eugene Cox (D., Ga.) expressed the view that the bill would do little good in eliminating far-flung but said they were voting for it anyway. Cox called the measure "a piece of foolishness," but added that public opinion is for it. Cackett said the bill would prove worthless. "We're really rolling on air," he stated, "and I have to be against sin, too."

A long line of legislators, however, took the mike of the House amplifying systems to urge passage of the bill. Interstate Commerce Committee members emphasized that the measure was urgently requested by State law enforcement officials as an aid in attacking interstate crime. Other congressmen claimed that money taken in by the machines is called to influence local elections and buy police officials.

MILWAUKEE OP

(Continued from page 107)

firm for the past year and a half has owned and operated a retail record shop, the Metro Record Shop. Dorothy Jonas, who has had varied experience in merchandising disks, is in charge here and has worked up quite a following among local tips, who stop in, knowing that the latest sides are usually obtainable there.

To further explain the success of the Curro option in such a short span of years, Mello repeats—"We give our customers the newest of equipment, backed by the best of services; if anyone can top that they are welcome to our locations."

Minneapolis Distrib-Moves

MINNEAPOLIS, Sept. 2.—M. Deutch, president and general manager, Sioux Distributors, Inc., announced the firm had moved into its new and larger quarters at 408 Second Avenue North yesterday (1). Firm will now have its show rooms, offices and warehouse facilities under one roof.

FOR SALE

TWO OF THE BEST ROUTES IN TENNESSEE.
ONE LOCATED IN KNOXVILLE AND ONE IN
TULLAHOMA.

Route in Knoxville consists of—
50 Late Model Jukes
100 Pin Tables, etc.
2 Pick-Up Trucks, Chevrolet and Ford

ROUTE IN TULLAHOMA—

14 Jukes
14 Consoles
8 Slots
All on Location

MACHINES FOR SALE

10 Cn. Coin Bowling Alloys
(light-up pins) \$125.00
4 Cn. Coin Slot Machines 125.00
2 Williams Quarter Backs 99.50
4 Reserve Bells 179.50

PINBALLS—\$29.50 EACH

Monterey
Wisconsin
Catalina
Bermudas
Melodias
Sally
Trinidad
Triple Action

Contact Fred Burks

F. & W. AMUSE CO.

Tullahoma 9110 Cookeville 125

**American Sees
Hike in Demand**

(Continued from page 120)
with obtaining boards that will last for many years without replacement or costly servicing."

The Buccaneer was scheduled for its initial public showing today (2) at the New York State Fair in Syracuse. Following another showing at a fair in Reading, Pa., next Sunday (10), it will be available at all American distributor outlets.

In production since June, a sufficient number of the cushion boards have been turned out to meet the initial demand, according to Jordan. No price has been announced. A national advertising program has been mapped and is slated to begin later this month.

Jordan said the Buccaneer was originally intended for home, club and steamship use, but pre-testing pointed up a "sharp demand" among smaller tavern locations which cannot accommodate larger models.

To be stressed in promotion are the unit's small size and collapsibility. The legs can be folded and the entire table stored on its side in a space only nine inches wide. The board weighs about 180 pounds and two people are able to dismantle or install it easily, it was said.

Otherwise, most of the features of the larger, 12-foot version are retained, including laminated playing surface. The shields for the pins are utilized in manufacturing the rebound head, gutters and trimmings, Jordan stated.

Production of the new Sparkler weights has been set at a high rate. Jordan disclosed, altho he asserted the demand still exceeds the supply. The weights have been designated "sparkler issue" with all new boards. They feature a high plastic top, in red or blue, to make identification easier for player and spectator. Knurled sides are said to provide a more positive grip for players.

**Acme Offers Plastic
Shuffle-Bowl Shields**

NEW YORK, Sept. 2.—Acme Sales Company, long-time supplier of plastic parts for phonograph exteriors, is now offering game operators replacement shields for the protection of disappearing pin assemblies in shuffle-bowl units.

Sam Sacks, president, said the curved shields, fabricated of a clear plastic, are "non-breakable." They are available in all standard sizes, he added, with special discounts offered to quantity buyers.

DETROIT KING PIN

(Continued from page 120)
location has served the coin machine industry continuously for 22 years. The Detroit King-Pin organization is under the management of Joe T. Auton, who is assisted by Arnold McKeown. They are specializing in the distribution of shuffleboards and shuffleboard accessories at the present time, and are also Michigan distributors for the Ristocrat phonograph.

Mills Checks Plant

CHICAGO, Sept. 2.—With plant personnel concluding a two-week mass vacation this eek-end, the Mills Industries headquarters here were closed Thursday night (81) to allow for a complete check of all production facilities by the maintenance department.

All office work at Mills and Bell-o-Matic were given Friday (1) off, thus extending the holiday week-end to four days. All departments will resume Tuesday (5).

WESTERN NEW YORK
**OPERATORS
THIS IS IT!**

NEW

10c PER PLAYER
4 PLAYERS: 40c

TAKES IN UP TO 4 COINS PER GAME

★
**DISAPPEARING
PINS**

**Keene's
LEAGUE
BOWLER**

WE HAVE IT..

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

BILOTTA Distributing Co.

Exclusive WURLITZER Distributor
224 N. MAIN ST. NEWARK (Wayne County) N. Y.
98 FULLER ROAD ALBANY, N. Y.

★
**DISAPPEARING
PIN
CONVERSIONS**

For . . .
**BALLY—KEENEY
UNIVERSAL—WILLIAMS
UNITED—CHICAGO COIN**

ONLY \$49.50

1/2 With Order, Balance C.O.D.

MIKE MUNYER

577 10th Ave. (at 42nd), N. Y. 18, N. Y.
BRyant 9-4277

WANTED

USED MILLS SLOT MACHINES

Highest cash prices paid—and also
on Bally, Consoles, Clover Bells,
Spot Bells, Multi-Bells, Triple Bells.
Send your list in at once.

Frank Swartz Sales Co.

515-A Fourth Ave., S. Nashville 10, Tenn.

**CHAMPIONS.....\$345.00
CITATIONS.....195.00**

Stands

Mills QT Stands.....\$ 18.50
Mills Single Stands.....22.50
Mills Single Cabinet.....110.00
Mills Double Cabinet.....160.00
Mills Jack in Box.....53.50

United Amusement Co.

3410 Main St. Kansas City 2, Mo.

For Immediate Delivery
**KEENEY'S NEW SENSATIONAL
LEAGUE BOWLER**

Automatic 20-30 Released Scoring
PHILADELPHIA COIN MACH. EXCH.
844 N. Broad St. Phila. 30, Pa.
Phone: Stevenson 2-2576

**Keene's
LEAGUE
BOWLER**

10c PER PLAYER
4 PLAYERS: 40c

THIS IS IT!

1 COIN EVERY 45 SECONDS • HANDLES
1 • 2 • 3 OR 4 PLAYERS • RECEIVES
4 COINS IN 3 MINUTES

FOUR SCORING
SECTIONS ON
SCOREBOARD
INVITE UP TO

**4 PLAYERS
EACH GAME!**

Act Today!

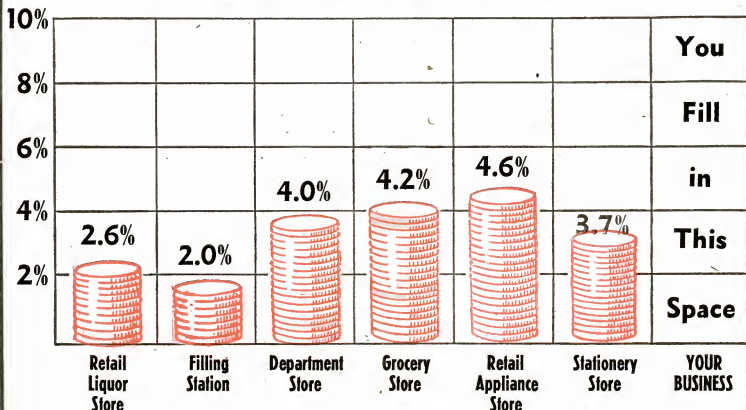
9 1/2 FT. LONG 2 FT. WIDE

OLIVE NOVELTY CO.

2625 LUCAS AVENUE
ST. LOUIS 3, MISSOURI

HOW DOES YOUR NET COMPARE?

Taken from Dun & Bradstreet Operating Ratio Report



Stack up your Net Profit alongside these other American business averages and see for yourself how well you are doing. Remember, "Net Profit" means how much you made after paying all expenses including your own salary.

Isn't the coin machine business just about the best in the world for you? Where else can a small investment grow so quickly when backed up by good old American "push."

It's as basic as ice cream and the hot dog, too. . . . Americans have been having fun playing coin machines for years and years. In fact, you'd have to go back into the 1890s to find the first coin machine ads in The Billboard.

That's why—no matter what happens—you can count on the coin machine industry to keep rolling along, providing fun and amusement for the American public and a good steady living for you, Mr. Operator.

BUT . . . like all businesses, the richest rewards go to those who make the most of their opportunities . . .

**DON'T MISS YOUR CHANCE TO
START THE FALL OFF RIGHT!**

Plan to get your copy of The Billboard's Big Fall Coin Machine Special.

As an operator, you will definitely be interested in the valuable lists and articles, new equipment announcements and used machine bargains.

As a distributor or manufacturer you will want to advertise your used or new equipment in one of the largest issues of the year.

The
Billboard

**FALL
COIN MACHINE
SPECIAL**

Dated
OCTOBER 7.

Advertising Deadline:
SEPTEMBER 28

Distributed
OCTOBER 3

It's the Issue of the Year that you can't afford to miss!

BIG PROFITS LOW COST!



METEOR: Coin Operated — FRUIT REELS, 1¢ or 5¢ play. Also available in non-coin model in 1¢ or 5¢ play. (Non-coin TAX FREE). Size 8 1/2" x 15 1/2" x 28".

COMET: Non-coin operated — CIGARETTE REELS, 1¢ or 5¢ play. TAX FREE. Also available in coin-operated model, 1¢ or 5¢ play. Size 8 1/2" x 15 1/2" x 28".

CIGGY: FRUIT or CIGARETTE REELS, 1¢, 5¢ or 10¢ play. Ball gum vander, 75-25% coin divider. Size 6" x 15 1/2" x 28".

MITE: CIGARETTE or FRUIT REELS, 1¢, 5¢ or 10¢ play. Ball gum vander, 75-25% coin divider. Size 6" x 15 1/2" x 28".

KING: 8 REEL POKER PLAY, 1¢, 5¢ or 10¢ play. Ball gum vander, 75-25% coin divider. Size 6" x 15 1/2" x 28".

SPECIFY TYPE REELS AND COIN PLAY DESIRED.
WRITE FOR QUANTITY PRICES.

OUR SERVICE DEPARTMENT

is now equipped to handle repairs on most all Dival Counter Games.
WE ALSO STOCK PARTS

COMET INDUSTRIES, Inc.
2845 W. Fullerton Ave., Chicago 47, Illinois
(Tel.: Dickens 2-2424)

MICHIGAN OPERATORS THIS IS IT!

TAKES IN UP TO 4 COINS PER GAME

NEW

10¢ PER PLAYER
4 PLAYERS: 40¢



★
DISAPPEARING
PINS

WE HAVE IT..

Act Today!

9 1/2 FT. LONG 2 FT. WIDE

ALL
ELECTRICAL
COMPONENTS
IN BACKGLASS
AND ON HINGED
BACK DOOR

MILLER-NEWMARK DIST. CO.

42 Fairbanks St., N. W.
Grand Rapids 2, Mich.
Phone: 9-8632

5743 Grand River Ave.
Detroit 8, Mich.
Phone: TYLER 8-2230

FOR SALE

2 EXHIBIT DALE GUNS
\$70.00 each

1 C.C. BOWLING ALLEY
Clean—\$145.00

1 BOWLETTE (GOTTLIEB)
\$130.00

1 BALLY CLOVER BELL
\$625.00

All above games are guaranteed to be in perfect working condition, and exceptional clean.

1/3 Deposit, balance C.O.D.

CHARLES MAYNARD

Box 348 Frankfort, Ky.

13 CAILLE-O-SCOPES

In very good condition and original finish. Top Signs, Extra Pictures, \$500 for lot plus freight, 1¢ deposit.
PLAYLAND AMUSEMENT CO.
1147 54. Division Ave., Grand Rapids, Mich.
Telephone 7-1566

3 DIGGERS 3

1 Exhibit M.C.M., 1 Exhibit Bat. Pusher; 1 Exhibit Rot. Claw: \$475 plus freight.
1/3 Deposit, Balance C.O.D.
PLAYLAND AMUSEMENT CO.
1147 54. Division Ave., Grand Rapids, Mich.
Phone 7-1566

GIVE TO THE

RUNYON CANCER FUND

READY
FOR
LOCATION

GOTTLIEB BOWLETTE	\$99.50
GENCO BOWLING LEAGUE	59.50
WILLIAMS DELUXE BOWLER	219.50
UNITED DOUBLE SHUFFLE ALLEY	189.50
UNITED SHUFFLE ALLEY	89.50
WILLIAMS TWIN SHUFFLE	79.50
EXHIBIT SHUFFLE BOWL ATTACHMENT	49.50

WRITE FOR LIST OF ALL TYPES OF MACHINES

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KEENEY'S LEAGUE BOWLER

One, Two, Three or Four Players

1 BALL	Gold Cup	\$90.00	Favorite	\$47.50
GAMES	Victory Special	23.00	Hot Tip	39.50

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Reserve 8-Ball—Belly—	Mills Duplex, 5 1/2" 25¢ P.O.	\$195.00
P.P. & P.O.	Eaker's Pecker, P.O.	\$42.50
Wild Ball—Keeney	Mills & Galt, "Big Top" 1941	50.00
P.P. & P.O.	Mills 3 Balls, 1941	69.50
Old Nigger, 5 1/2" 25¢	Exhibit Glass Top Claw	35.50
Mills Duplex, 5 1/2" P.O.	Exhibit Rotary Merch-	35.50
	andiser with Claw	345.00

NOW DELIVERING NEW EQUIPMENT

Belly Tuck King—Universal Winner—Keeney Duck Pins—Keeney Double Bowler—Keeney Bowling Champ—Rockford—Cassidy.
NEW MILLS VESTPOCKETS—\$45.00
Keeney's Electric Cleverly Vender—Mills Wild Dyer—Mills "21" 6-Ball—Mills Blue Ball—Mills Black Beauty—Mills Bonus—New Royal Columbia for all Mills Ball Machines—Downer-Johnson Coin Counter.

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WEIGHT, 165 LBS.

**\$25
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Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

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\$85.00 IN PENNIES

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COLUMBIA DOUBLE JACKPOT BELL

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time to 1-5-

10-25¢ play.

Cabinet re-

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1 COIN EVERY 45 SECONDS • HANDLES
1 • 2 • 3 OR 4 PLAYERS • RECEIVES

4 COINS IN 3 MINUTES

FOUR SCORING
SECTIONS ON
SCOREBOARD
INVITE UP TO

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EACH GAME!

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BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

NEW
CONVERSION
WITH REALISTIC
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THAT DISAPPEAR

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PINS AUTOMATICALLY SET
EXACTLY AS ON
BALLY SPEED-BOWLER

INSTALLED ON LOCATION
IN A FEW MINUTES...
IT'S FAST!



New, low-cost conversion gives your Shuffle-Bowlers
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Trade Directory

Purchases

Allied Coin Machine Company, Chicago, purchased the good will and part of the inventory of Nation-Wide, Ltd. The firm will be converted to war work.

Wilcox-Gay Corporation, Charlotte, Mich., bought 100 per cent stock control of Majestic Radio & Television, Inc.

Distributors

Juice Bar Corporation, N. Y., appointed the Juice Bar Sales Company, a division of Telecoin, Inc., New York, as national distributor of its vendor.

Paul A. Laymon, Inc., Los Angeles, named Wurliizer distributor for Southern California and Clar and Lincoln counties, Nevada.

Ristaurat Distributors of New York, recently formed firm in New York City, appointed by Ristaurat, Inc., Appleton, Wis., distributor, for its 45 r.p.m. juke box, in New England, New York and New Jersey.

New Firms

Request, record manufacturers, Minneapolis.

Price Increases

Eastern Electric increased price of its cigarette venders \$10. Eight-column unit now list for \$208.50, 10-column unit, \$221.50.

H. C. Evans & Company, Chicago, dropped list price of Constellation music machine from \$695 to \$745.

SuperVend Sales Corporation, Chicago, increased list on its cup vender from \$980 to \$1,080.

New Products

Automatic Donut Corporation, Los Angeles, doughnut vender, Bill-Boyd Sales Company, New York, 40-selection music highway unit.

Double Bantam, hot-cold drink vender, by Rudd-Melikian Company, Inc., Philadelphia.

Dual Unit, hot-cold drink vender, by Rudd-Melikian Company, Inc., Philadelphia.

NATD Sets L. A. Confab & Expo

NEW YORK, Sept. 2.—The National Association of Tobacco Distributors has scheduled a three-day Western conference on industry problems, beginning October 26, at the Biltmore Hotel, Los Angeles.

In addition to business sessions on the tax situation, fair trading and management techniques, the confab will feature a manufacturer and supplier exposition. Altho the list of exhibitors has not yet been released, it is expected that they will include several in the vending field.

Molien-Clark Nuptials

BUFFALO, Sept. 2.—A merger of interest to members of the industry in these parts took place recently, only this one was of the heart, not of business. The groom, Joseph Molien, a record distributor on coin row and heads the Niagara-Handland Corporation, which has handled many labels in the past few years, presently concentrating on London Records. The bride, Anita Clark, spent several years as office manager for Vincent McCabe, Redd Distributing Company, Wurliizer Distributors and after that firm closed its Buffalo branch, worked her way up again from secretary for Ben Kulick's Mills Amusement Company, music operating firm, to office manager of Kulick's entire enterprises, which includes distributor set-up of all Admiral, Bendix and other appliances.

Playland, five-ball game, by Exhibit Supply Company, Chicago.

Rocketeer, five-ball game, by D. Gottleke & Company, Chicago.

Conversion kit for cigarette venders, by Vending Machine Repair Service, Newark, N. J.

Personnel

Carl H. Boyle was named special representative in charge of cup vending sales by the Dr. Pepper Company, Dallas.

Joe Caldron elected president of the Trans-World Trading Corporation, coin machine exporting firm, Chicago. Jack Howard, executive of Minnesota Securities, resigned from that firm to become vice-president of Trans-World Trading in charge of the West Coast headquarters, Los Angeles.

Harry W. Chesley Jr., elected vice-president in charge of national sales by the Pepsi-Cola Company, New York.

Louis J. Costar, Wildwood, N. J., arcade owner, was elected president of the Boardwalk Merchants Association in that city.

Arthur Silverman was appointed to a top managerial post at Indevco, Inc., New York. Firm manufactures the Koffee King vender.

New Loop Season Gets Under Way

(Continued from page 120)

then trucked back to their own areas for the start of the fall season.

From these and other operators it was learned that in practically all areas the number of loops will be increased this year. Promotional programs, including newspaper and radio tie-ins, too, will play a greater role in building the sport.

Premiums are expected to be one of the most important promotions used by ops in attracting players. Reports from Chicago

distributors indicate this business is showing steady improvement almost on a daily basis. Coven Distributing, one of the coin machine firms which pioneered sales of premiums to operators of shuffleboards and shuffle games, is already lining up their seasonal items for operators throughout the territory. Others who will offer premium lines for sale to operators are Empire Coin, Purveyor, First Distributors and Coin Machine Service.

Prize money to be offered in local, State and national September 14 tournament play will also be increased this year, an added incentive to attract players into organized leagues.

By week ending September 14, most organized leagues are expected to have either started their play or to have scheduled their first-half schedules.

Good Time Jazz Sets Reps

LOS ANGELES, Sept. 2. — Good Time Jazz, diskery located here, has added 13 new distributors, thus giving the firm coast-to-coast coverage on its releases. New reps include Sunland Music, Los Angeles; Mody Salpe, San Francisco; Evergreen, Seattle; Oklahoma Record Supply, Oklahoma City; Gramophone, Dallas; William R. Allen Supply, New Orleans; The Victor Record Service, St. Louis; Frumkin Sales, Chicago; Cadet Distributing, Detroit; Benart Distributing, Cleveland; Scott & Crose, Philadelphia; Tennyson Distributing, New York, and ABC distributing, Boston. Firm released its first sides in July, 1949, featuring the Firehouse Five. Others recording on the label include Turk Murphy's Jazz Band; Burt Bales, George Lewis, Armand Hug, and Benny Strickler sides which were cut before his death in 1946.

Calendar for Coinmen

September 7—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel Hamilton, Washington.

September 7—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

September 7—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

September 7, 14, 21, 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

September 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

September 12, 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

September 13, 27—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

September 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

September 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

September 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 19—Amusement Machine Operators of Greater Baltimore (AMOGB), semi-monthly meeting, Mandell-Blower Restaurant, Baltimore.

September 20—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.

September 25—Phonograph Owners' Association (POA), monthly meeting, Broadway Hotel, East St. Louis, Ill.

September 26—National Automatic Merchandising Association (NAMA), Region II (New York), annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

September 26—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

September 26—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

September 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

September 28—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

October 2—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

October 4—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.

October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

October 30-November 2—American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.

November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer Hotel, Chicago.

Life Begins at 40¢



10¢ 20¢ 30¢ 40¢

TAKES UP TO 4 DIMES PER GAME



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Acme NON-BREAKABLE "EXTRA-DUTY" PLASTIC CURVED SHUFFLE ALLEY SHIELDS

CONSTANT REPLACEMENTS UNNECESSARY

ONCE YOU HAVE INSTALLED A NON-BREAKABLE ACME "EXTRA-DUTY" SHUFFLE ALLEY SHIELD.

- EXTRA STRONG • BENDS EASILY
- CRACK RESISTANT • NON-INFLAMMABLE

AVAILABLE FOR ALL ALLEYS AT FOLLOWING LOW PRICES:

BALLY	\$4.50 EA.	CHICO COIN	\$3.50 EA.	Shields up to 7" wide,
KEENEY	\$3.50 EA.	UNITED	\$3.50 EA.	\$3.50 ea. Over 7" wide,
UNIVERSAL	\$3.50 EA.	UNITED CONV.	\$4.50 EA.	\$4.50 ea.
WILLIAMS	\$4.50 EA.	EXHIBIT	\$2.50 EA.	

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ONE-BALLS YOU'LL WANT!

Satisfaction Guaranteed

Bally Entry, P. O. Perfect	\$ 50.00
Jackey Special, F. P.	115.00
Gold Locks	150.00
Citations	250.00
Champions	365.00

SHUFFLE GAMES

Genco Bowling League—8" & 10", with Life-Up Feature	\$ 60.00
United Shuffle Alley	75.00
Bally Shuttle Bowlers—Fly- away Pins	199.50
Bally Speed Bowlers—8" & 9 1/2"—A BEST BUY!	250.00
New Keeney Bowling Games—Write 8" & 9 1/2" Double Bowlers	

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Ready for Location

Trinidad	\$ 50.00	Tampico	\$100.00
Shanghai	40.00	Moon Glow	70.00
All Baba	50.00	Yanks	80.00
Cinderella	35.00	Wisconsin	40.00
Screwball	50.00	Thrill	40.00
Summartime	45.00	Select-Card	140.00
Merry Widow	50.00	Jack & Jill	40.00
Lady Robin	40.00	Bank-a-Ball	170.00
Mardi Gras	50.00	Bank	45.00
Pinch Hitter	100.00	Golden Gloves	130.00
Buffalo Bill	145.00	Utah	40.00
Sharp Shooter	125.00	Circus	150.00

RE-ENGINEERED PHONOS

WURLITZERS	
1015	\$275.00
950	89.50
800	99.50
850	115.00
SEEBURG	
148M Remote	\$375.00
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10c PER PLAYER
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THIS IS IT!

1 COIN EVERY 45 SECONDS • HANDLES
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SECTIONS ON
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EACH GAME!

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NEW SHUFFLE GAMES

Williams Double Header
United Twin Rebound
Chicago Coin Triple Bowl
United Shuffle Stagger (Write)
Keene's Double Bowler

PIN GAMES

Canasta
Judy
Backflips
Exhibit Playland

NEW 1-BALLS WINNER • TURF KING

RECONDITIONED 1 BALLS

Champion \$395
Clifton 245
Gold Cup 165
Special Entry 105

WURLITZER 1250 AMI MODEL "C" WRITE

DISAPPEARING PIN CONVERSIONS

for United Shuffle Alley, Chicago Coin
Bowling Alley, Bally Shuffle Bowler,
Genco Bowling League.

Reconditioned and Refinished SHUFFLE GAMES

Shuffle Alley, Late \$ 95
Shuffle Alley w/Slingshot, BHM 175
Chicago Coin Rebound 95
Genco Slider 50
Genco Bowling League 95
Chicago Bowling Alley 95
Rock-Ole Shuffle Jungle 145

GAMES—Ready for Location

Exh. Dale Gun, \$75
Cinderella 49
Paradise 27
Rainbow 47
Remond 55
Banjo 49
Robin Hood 49
Tallyho 39

Bermude \$47
Sweet Sue 45
Paradise 47
Rainbow 47
Shooting Stars, 25
Playboy 37
Suspense 49

PHONOGRAPHS—Reconditioned, Refinished

SEEBURG
48 R.C. (Blende) \$295
42 R.C. 290
46 R.C. 295

WURLITZER
1012 \$295
AMI Model "C" 435
AMI Model "B" (Blende) 585

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UNITED—TWIN REBOUND
UNITED—SHUFFLE SLUGGER
KEENEY—DOUBLE BOWLER
KEENEY—KING PIN
CHI. COIN—TROPHY BOWL

SHUFFLE ALLEY (USED)

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Genco—CANASTA
Exhibit—JUDY
Chi. Coin—PIN BOWLER
United—ARIZONA

NEW 1-BALLS

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Bally—TURF KING

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5¢ Blue or Brown Fronts \$69.50
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25¢ Black Cherrys 104.50
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Exhibit Dale Cans \$99.50
Total Balls, A-1 49.50
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Bar-a-Ball Sr., New, With Base 250.00
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Three Feathers \$69.50
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1/2 Deposit

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SELECT-A-CARDS \$195.00
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In Factory Sealed Cases
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CHAMPIONS.....	\$295.00
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5 BALL PIN GAMES	
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Star Dust.....	44.50
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Surf Queen.....	19.50
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Bally Rocket.....	19.50
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CONSOLES

100/1 Sc Evans Winter Book, F.S.....	\$499.50
'48 Evans Sc Winter Book, 30/1.....	379.50
Jannings Sc Monte Carlo.....	259.50
Bally Hi Boy.....	109.50
MUSIC	
47 Seeburg, RC-ES.....	\$299.50
46 Seeburg, RC-ES.....	249.50
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4 new Williams Twin Shuffle 9 1/2" size model with gutters.....	\$125.00
For the entire 4 machines.....	400.00
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16 United Double Shuffle new 8" in face of 8 each.....	225.00
10 used United Standard with lite size conversions.....	65.00
5 Genco Bowling League, 8" & 10" Bally Shuffle Bowler with original Bally disappearing pin conversion.....	189.50
Bally Shuffle Bowler 9 1/2".....	87.50
1 new Williams Tennessee, novelty, no free play unit.....	50.00
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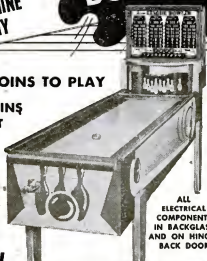
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THAT DISAPPEAR AND
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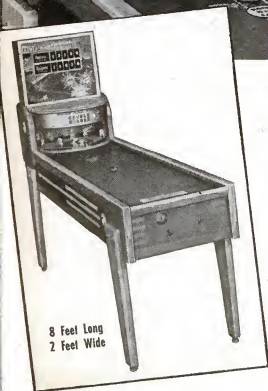
**1 PLAYER 10c
2 PLAYERS 20c**

Protected Under Patent
Nos. 2459011, 2296548,
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**gives MORE fun to MORE people,
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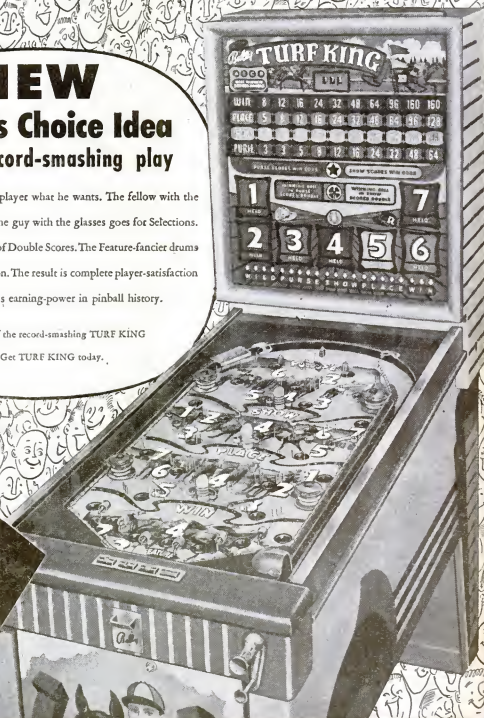
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